Customer Care Registry

SCENARIO

Browsing, booking, attending, and rating a local city tour



Entice

How does someone initially become aware of this process?



Enter

What do people experience as they begin the process?



Engage

process,



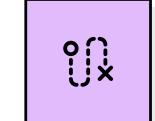
Exit

What do people typically experience as the process finishes?



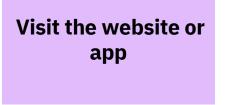
Extend

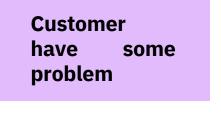
What happens after the experience is over?



Steps

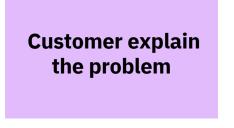
group) typically experience?



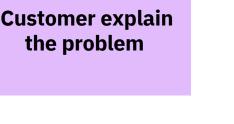


The app first give ticket to the

customer



The customer explain their problem in the given ticket





The user should

login to the app by using mail or phone number



An Agent is assigned to the each customer



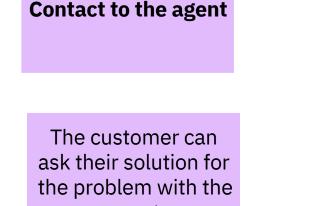
An email immediately sends to

confirm their agent is

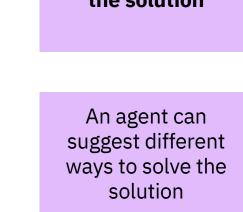


The level of problem solving is remainder to the customer

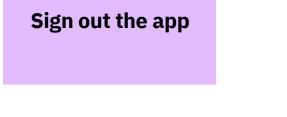




agent

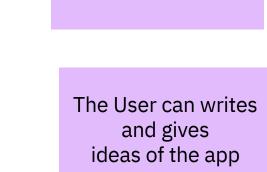




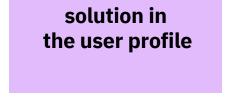


The customer

probem is solved



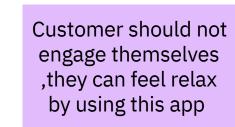
Submitting Feedback



In the customer

profile they can view

the status of the



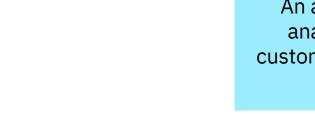


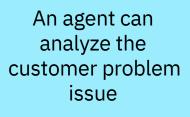
Interactions

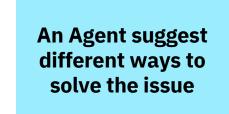
What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they

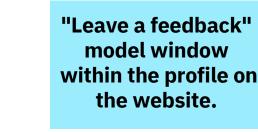




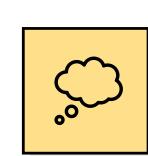






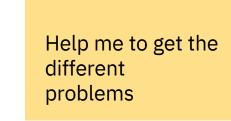






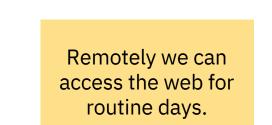
Goals & motivations

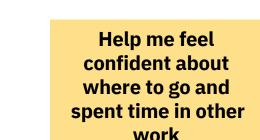
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

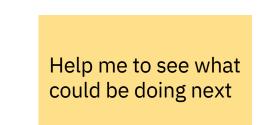


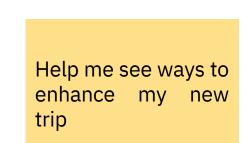










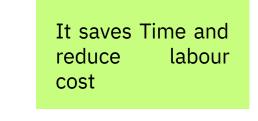


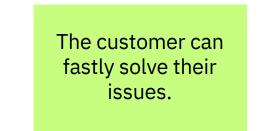


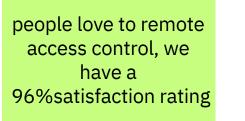
Positive moments

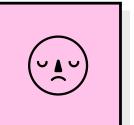
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?





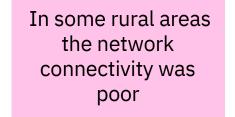


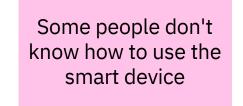


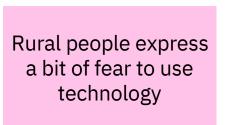


Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?









Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

