STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTIVITIES	see social media campaign Hear about from friends	Conduct reach, compare features and pricing	Make a purchase	Contact customer service, Documentation, read product and service	Customer Experience
TOUCHPOINTS	Social media, Traditional media , word of mouth	Social media, Websites	Website, Mobile app	Chatbot, Email notification	Social media, Review sites
CUSTOMER EXPERIENCE	Interested, Hesitant	Curious, Excited	Excited	Frustrated	Satisfaction, Excitement
KPIS	customer feedback	New website visitors	Conversional rate	Waiting time, customer service score	Customer satisfaction score
RESPONSIBLE	Communications	Communications	Customer service	Customer service	Customer service, Customer success

User Login

One Time Registration

Register issues in the web portal

User can track the issue in the Web Portal

Session Logout

0

1

2

3

4

5

Customer journey Map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with
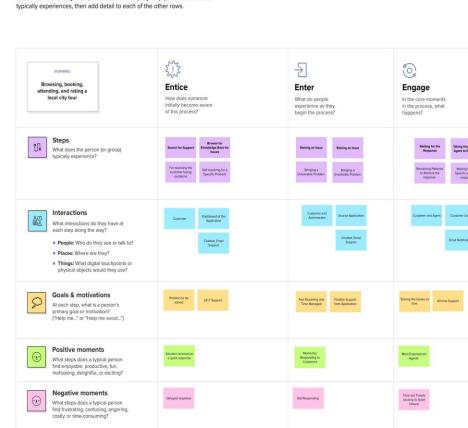
Product School

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

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 — In the core moments in the process, what happens?	Exit — What do people typically experience as the process finishes?	Extend — What happens after the experience is over?
Steps — What does the person (or group) typically experience?	Search for Support / Browse for Knowledge Base for Issues; For resolving the customer facing problems / Self resolving for a Specific Problem	Raising an Issue / Raising an Issue; Bringing a Unsolvable Problem / Bringing a Unsolvable Problem	Waiting for the Response / Taking time for the Agent to Respond; Remaining Patience to Receive the response / Waiting for the Specific agent to respond.	Closing the ticket / Finalize the Ticket Closing; Completely closing the tickets after solving / Either solving ticket or closing the time consuming tickets	Personalised Recommendation; After experiencing our user friendly website, the customer can share information.
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 use?	Customer / Dashboard of the Application; Chatbot, Email Support	Customer and Administrator / Source Application; Chatbot, Email Support	Customer and Agent / Customer Care; Email Notification	Customer Administrator and Agent / Customer Care Application; Ticket Closing	Customer email
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Problem to be solved / 24×7 Support	Fast Resolving and Time Managed / Flexible Support from Application	Solving the Issues on time. / All time Support	Managed time for Accurate Response / Flexible Navigation	Help to customer get solution for their problem
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Solution received at a quick response	Momenty Responding to Customers	Most Experienced Agents	Managing the Utilization of Customer time	Agent should solve customer's problem
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Delayed response	Not Responding	Time out Tickets causing to ticket closure	Making False Customer Tickets	Waiting an hold for too long
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Administrative Routing / Delayed Response Automated Ticket Closing	Automated Navigation Mapping / Timed Responding	Time Consuming Ticket Evaluation / Speed Responding	Automated Ticket Closure / Administrated Routing / System Failure Data Loss Resolving	Offer fast support / Reduce waiting time

CUSTOMER JOURNEY MAP