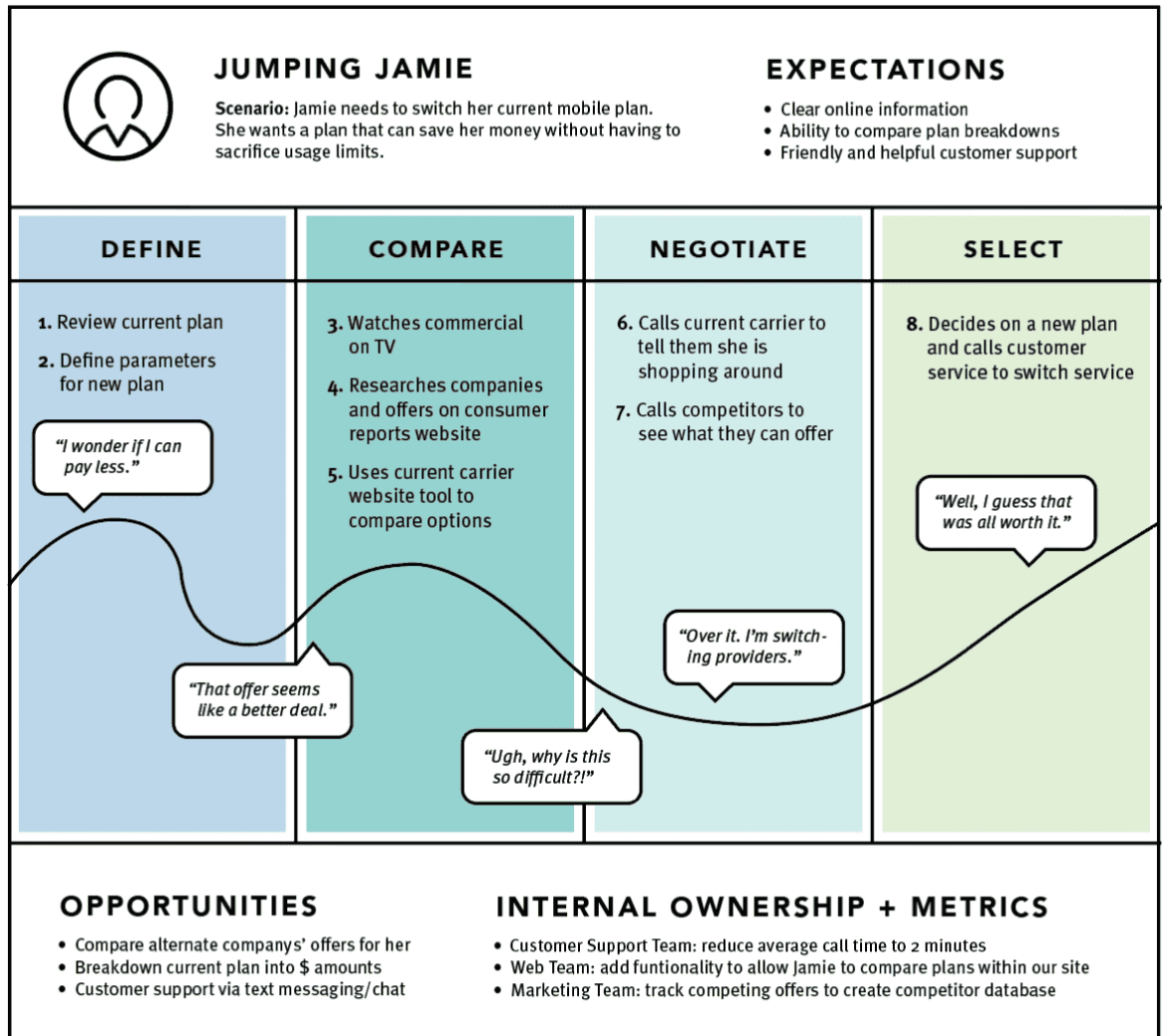# CUSTOMER JOURNEY MAP

TEAM ID	NM2023TMID04391
PROJECT TITTLE	BLOCKCHAIN POWERED LIBRARY MANAGEMENT

CUSTOMER JOURNEY MAP *Example (Switching Mobile Plans)*

JUMPING JAMIE

Scenario: Jamie needs to switch her current mobile plan. She wants a plan that can save her money without having to sacrifice usage limits.

EXPECTATIONS

- Clear online information
- Ability to compare plan breakdowns
- Friendly and helpful customer support

DEFINE	COMPARE	NEGOTIATE	SELECT
1. Review current plan 2. Define parameters for new plan	3. Watches commercial on TV 4. Researches companies and offers on consumer reports website 5. Uses current carrier website tool to compare options	6. Calls current carrier to tell them she is shopping around 7. Calls competitors to see what they can offer	8. Decides on a new plan and calls customer service to switch service

"I wonder if I can pay less."

"That offer seems like a better deal."

"Ugh, why is this so difficult?!"

"Over it. I'm switching providers."

"Well, I guess that was all worth it."

OPPORTUNITIES

- Compare alternate companys' offers for her
- Breakdown current plan into $ amounts
- Customer support via text messaging/chat

INTERNAL OWNERSHIP + METRICS

- Customer Support Team: reduce average call time to 2 minutes
- Web Team: add funtionality to allow Jamie to compare plans within our site
- Marketing Team: track competing offers to create competitor database

Online Travel Agency

Stages of Journey	Explore Itineraries	Book a Tour	Pre-Tour	During Tour	Post-Tour

Regina McGuffin	"Who doesn't like travelling? I really look forward to my next visit! :-) "

Customer Experience

Touchpoints	Explore Itineraries	Book a Tour	Pre-Tour	During Tour	Post-Tour
	● Tours detail ⤢ ● Pre-sales support channel ⤢ ● Tour booking page ⤢	● Tour booking page ⤢ ● Company apps ⤢	● Tickets details page ⤢ ● Tour details page ⤢	● Tour guide ⤢	● Photo album ⤢
Thinking & Feeling	● Lack sophisticated tour searching ▱ ⤢ ● Brochure not printable ▱ ⤢ ● Lack real-time support channel ▱ ⤢ ● No way to compare tours ▱ ⤢	● Complicated booking process ▱ ⤢ ● Unable to book via smart devices ▱ ⤢	● No direct way for printing tickets ▱ ⤢ ● Lack recommendation that aids the preparation ▱ ⤢ ● Lack travelling information (local) ▱ ⤢	● Unhappy due to being persuaded to buy expensive souvenir ⤢ ● Unable to communicate with local people ▱ ⤢	● Delighted when receiving the album ⤢

Recommendations

Ideas for Improvement	Explore Itineraries	Book a Tour	Pre-Tour	During Tour	Post-Tour
	● Supports advanced searching ▱ ● Support printer-friendly brochure ▱ ● Support more sharing options for tour details pages ▱ ● Support WhatsApp ▱ ● Allows comparison of tours ▱	● Simplify the page flow of booking ▱ ● Add hints to fields ▱ ● Support booking via apps ▱	● Support a direct print function for tickets ▱ ● Provide a planning checklist ▱ ● Shows how to travel to the airport ▱	● Train the tour guide for better communication skills ▱ ● Ensure that the tour guide knows the language required to communicate with the local people ▱	● Easy album sharing ▱ ● Account based album collection ▱

Legend

● System Touchpoint
● Human Touchpoint