CUSTOMER CARE REGISTRY

Team Details :

Team No   : PNT2022TMID47308

College Name : Government College of Engineering Srirangam

Department   : Computer Science & Engineering

Team Members :

- Gavaskar S
- Mahendran E
- Poongkannan P
- Prakash S

PROJECT DESIGN PHASE – II

CUSTOMER JOURNEY

DATE	**8 October 2022**
TEAM ID	**PNT2022TMID47308**
PROJECT NAME	**CUSTOMER CARE REGESTRY**
MAXIMUM MARK	**2 Marks**

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 / Finalise the Ticket Closing Completely closing the tickets after closing / Either solving ticket or closing the time consuming tickets	Personalised Recommendation After experiencing our user friendly website also customers 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	Momently Responding to Customers	Most Experienced Agents	Managing the Utilisation 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 on 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 Resolution / Speed Responding	Automated Ticket Closure / Administrated Routing / System Failure Data Loss Resolving	Offer fast support / Reduce waiting time

THANK YOU!