

Sample Flow

For this task, assume the followings:

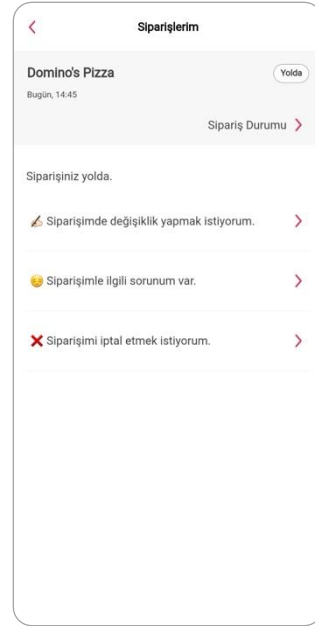
In this sample flow, order delay occurred (system calculates the time passed since the order time and determines if there is a delay), and user clicked to 'Help Center'. User has 3 choices, 'Change in order request', 'Have a problem with order' and 'Order cancellation request'.

If user wants to cancel, app takes the user to Contact Operator. If user picks 'change in order request' or 'have a problem with order', app takes to Self Service. So, in both flows users can try to find a solution for a delay problem.

At the end of a flow in Self Service, CSAT question automatically appears. Contact CSAT question appears after live conversation is over.

Based on these assumptions, think about developments on the flows. While thinking consider followings:

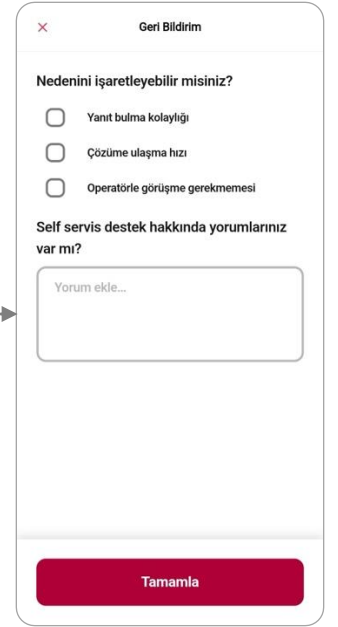
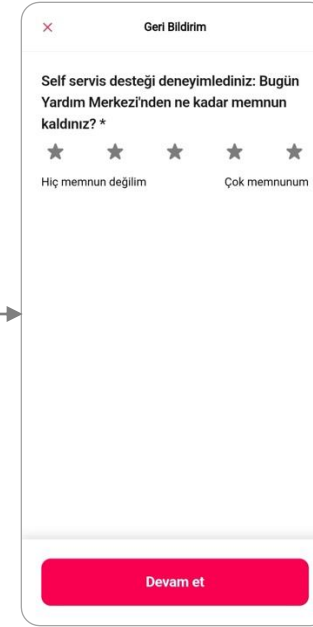
- User experience
- Applicability
- Cost & efficiency
- Impact on CX metrics



Sample screen when order delay occurs.



Based on selections, Self Service offers a solution (i.e. giving info, giving discount coupon, updating order details)



User makes the live contact with operator. Operator resolves the issue in real time via communicating with user on text basis.

Similar to Self Service CSAT, users are asked about the experience they had with contact operator.