Customer Jorurney Map

Date	04.04.2025
Team ID	SWTID1743161557
Project Name	Online Complaint Registration and Management System (OCRMS)
Program	Full Stack Developement MERN_VIT

Customer Journey Map (OCRMS)

Discovery Exploration Engagement Resolution Retention Phase #2 Phase #3 Phase #4 Phase #5 Phase #1 **Customer Action Customer Action Customer Action Customer Action Customer Action** The user realizes an The user explores The user registers/logs in The user tracks The user receives issue and wants to file a OCRMS to understand and submits the complaint progress and resolution and provides complaint. how to file a complaint. complaint. receives updates. feedback. Interaction Points Interaction Points Interaction Points Interaction Points Interaction Points Website, Social Media, FAQ section, Chatbot, Complaint Submission SMS, Email, Complaint Feedback Form, Follow-Helpdesk, Support Email Dashboard up Call, Community Helpline, Word of Mouth Portal, Email **Notifications** Forum Sentiments Sentiments Sentiments Sentiments Sentiments Satisfied (if resolved) or Frustrated, anxious. Hopeful but skeptical Determined, relieved Impatient, concerned Frustrated (if unresolved) unsure **Pain Points Pain Points Pain Points Pain Points Pain Points** Lengthy registration, lack Poor resolution, lack of Lack of awareness about Complicated navigation, Delayed response, lack unclear documentation of complaint categories of real-time tracking the platform, unclear follow-up complaint process **Improvements Improvements Improvements Improvements Improvements** Public awareness Simple UI/UX, tutorial Streamlined registration, Automated updates. Quality control, campaigns, clear videos, chatbot predefined complaint status tracking grievance escalation, instructions on the assistance categories dashboard, faster acknowledgment of user homepage grievance redressal feedback