CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP

TEAM DETAILS:

Team No: PNT2022TMID21736

College Name : SRM Valliammai Engineering College

Department : Electronics and Communication Engineering

TEAM MEMBERS:

- ➤ GUGASHRI.T
- > CHARLET PRISCILLA.A
- ➤ DURGA PRIYA.S.M
- > HARINI.I



PROJECT DESIGN PHASE -II

CUSTOMER JOURNEY MAP

DATE	16 October 2022				
TEAM ID	PNT2022TMID21736				
PROJECT NAME	CUSTOMER CARE REGISTRY				
MAXIMUM MARKS	2 Marks				

STAGE	AWARENESS	CONSIDERATI ON	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	Share the experience
TOUCHPOINTS	Social media, Traditional media, word of mouth	Social media, Websites	Website, Mobile app	Chatbot, Email notification	Social media, word of mouth Review sites
CUSTOMER EXPERIENCE	Interested, Hesitant	Curious, Excited	Excited	Frustrated	Satisfied, Excited
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

Customer Journey Map 4











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Customer Journey Map



Customer journey Map

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

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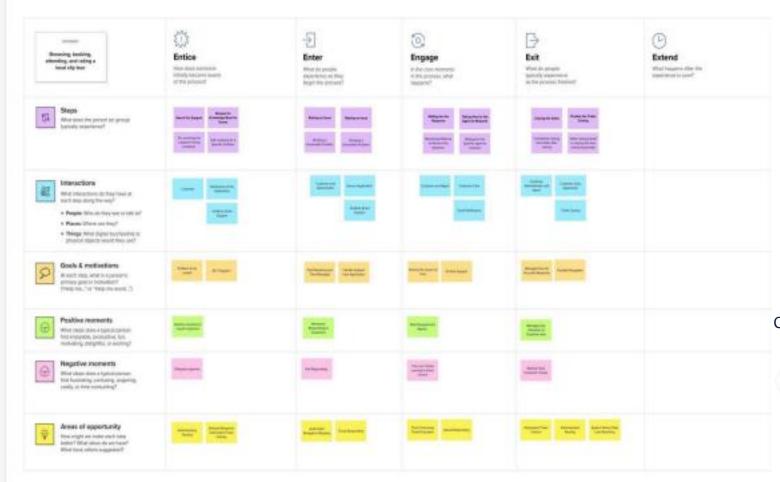






Document an existing experience

Names your focus to a specific summin or process within an entiting product or service. In the Steps row, document the step-by-step process service is typically experiences, then add detail to each of the other rows.





After experiencing our user friendly substitute cummer can share information

Customer emai

Help to cus get solution

> Agent should solve customer's

> Waiting an hold for too long

> > Offer fast support Reduce waiting

Customer Journey Map





