

# 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



Customer Journey Map 2

## 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	CONSIDERATION	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
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Customer Journey Map 4



can track the



User's first Login



the web portal issue in the Web



User's Issue have to Register in User's

Portal

Logout

## Customer Journey Map



## Customer journey Map

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

Download worksheet with



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### Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

Scenario Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of the product?	Enter What do people experience as they begin the process?	Engage In the core experience of the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
<b>Steps</b> How does the person or group typically experience it?	Search for Experiences Browse Experiences Book Experiences Get reviews from friends and family	Arrival at the location Check-in process Get a map of the city	Walking tour of the city Engage with the tour guide Get a map of the city	Enjoy the tour Get a map of the city Get a map of the city	
<b>Interactions</b> 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?	Search for Experiences Browse Experiences Book Experiences Get reviews from friends and family	Arrival at the location Check-in process Get a map of the city	Walking tour of the city Engage with the tour guide Get a map of the city	Enjoy the tour Get a map of the city Get a map of the city	
<b>Goals &amp; motivations</b> At each step, what is someone's primary goal or motivation? (What do they want to do?)	Search for Experiences Browse Experiences Book Experiences Get reviews from friends and family	Arrival at the location Check-in process Get a map of the city	Walking tour of the city Engage with the tour guide Get a map of the city	Enjoy the tour Get a map of the city Get a map of the city	
<b>Positive moments</b> What steps does a participant find enjoyable, productive, fun, motivating, delightful, or inspiring?	Search for Experiences Browse Experiences Book Experiences Get reviews from friends and family	Arrival at the location Check-in process Get a map of the city	Walking tour of the city Engage with the tour guide Get a map of the city	Enjoy the tour Get a map of the city Get a map of the city	
<b>Negative moments</b> What steps does a participant find frustrating, painful, confusing, or boring?	Search for Experiences Browse Experiences Book Experiences Get reviews from friends and family	Arrival at the location Check-in process Get a map of the city	Walking tour of the city Engage with the tour guide Get a map of the city	Enjoy the tour Get a map of the city Get a map of the city	
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Search for Experiences Browse Experiences Book Experiences Get reviews from friends and family	Arrival at the location Check-in process Get a map of the city	Walking tour of the city Engage with the tour guide Get a map of the city	Enjoy the tour Get a map of the city Get a map of the city	

Personalized Recommendation

After experiencing the tour, users receive a personalized recommendation for a similar tour.

Customer email

Help to customer get solution for their problem

Agent should solve customer's problem

Waiting on hold for too long

Offer fast support Reduce waiting time

## Customer Journey Map





**Thank you** 