

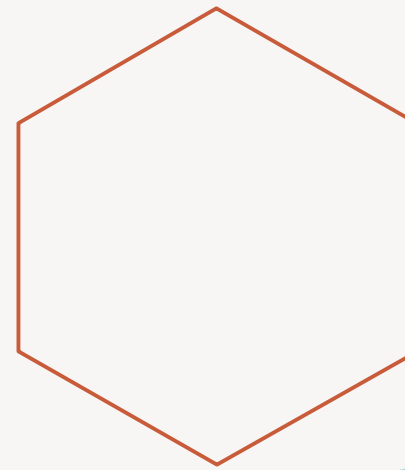
# CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



## TEAM DETAILS:

**Team No** : PNT2022TMID09618  
**College Name** : Easwari Engineering college  
**Department** : Information Technology



## PROJECT DESIGN PHASE –II

### CUSTOMER JOURNEY MAP

DATE	08 October 2022
TEAM ID	PNT2022TMID09618
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



User  
1

1



User first  
Login

2



User has to Register  
in  
the web portal

3



User can track  
the issue in the  
Web Portal

4



Logout

5



## 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.

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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.

	 <b>Entice</b> How does someone initially become aware of the process?	 <b>Enter</b> What do people experience as they begin the process?	 <b>Engage</b> In the core moments in the process, what happens?	 <b>Exit</b> What do people typically experience as the process finishes?	 <b>Extend</b> What happens after the experience is done?
 <b>Steps</b> What does the person (or group) typically experience?	<div>How do we support?</div> <div>Support for immediate issue or issue</div> <div>For something, customer trying problem</div> <div>Get working for a quick fix solution</div>	<div>Getting on board</div> <div>Getting on board</div> <div>Working a standard process</div> <div>Working a standard process</div>	<div>Working for the customer</div> <div>Working for the customer</div> <div>Working for the customer</div> <div>Working for the customer</div>	<div>Working for the customer</div> <div>Working for the customer</div> <div>Working for the customer</div> <div>Working for the customer</div>	<div>Personalized Recommendation</div> <div>Personalized Recommendation</div> <div>Personalized Recommendation</div> <div>Personalized Recommendation</div>
 <b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"><li>People: Who do they see or talk to?</li><li>Places: Where are they?</li><li>Things: What digital touchpoints or physical objects would they use?</li></ul>	<div>Customer</div> <div>Customer</div> <div>Customer</div> <div>Customer</div>	<div>Customer</div> <div>Customer</div> <div>Customer</div> <div>Customer</div>	<div>Customer</div> <div>Customer</div> <div>Customer</div> <div>Customer</div>	<div>Customer</div> <div>Customer</div> <div>Customer</div> <div>Customer</div>	<div>Customer</div> <div>Customer</div> <div>Customer</div> <div>Customer</div>
 <b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? (Help me... or Help me avoid...)	<div>Problem solved</div> <div>Get it fixed</div> <div>Problem solved</div> <div>Get it fixed</div>	<div>Problem solved</div> <div>Get it fixed</div> <div>Problem solved</div> <div>Get it fixed</div>	<div>Problem solved</div> <div>Get it fixed</div> <div>Problem solved</div> <div>Get it fixed</div>	<div>Problem solved</div> <div>Get it fixed</div> <div>Problem solved</div> <div>Get it fixed</div>	<div>Problem solved</div> <div>Get it fixed</div> <div>Problem solved</div> <div>Get it fixed</div>
 <b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful or exciting?	<div>Problem solved</div> <div>Get it fixed</div> <div>Problem solved</div> <div>Get it fixed</div>	<div>Problem solved</div> <div>Get it fixed</div> <div>Problem solved</div> <div>Get it fixed</div>	<div>Problem solved</div> <div>Get it fixed</div> <div>Problem solved</div> <div>Get it fixed</div>	<div>Problem solved</div> <div>Get it fixed</div> <div>Problem solved</div> <div>Get it fixed</div>	<div>Problem solved</div> <div>Get it fixed</div> <div>Problem solved</div> <div>Get it fixed</div>
 <b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Problem solved</div> <div>Get it fixed</div> <div>Problem solved</div> <div>Get it fixed</div>	<div>Problem solved</div> <div>Get it fixed</div> <div>Problem solved</div> <div>Get it fixed</div>	<div>Problem solved</div> <div>Get it fixed</div> <div>Problem solved</div> <div>Get it fixed</div>	<div>Problem solved</div> <div>Get it fixed</div> <div>Problem solved</div> <div>Get it fixed</div>	<div>Problem solved</div> <div>Get it fixed</div> <div>Problem solved</div> <div>Get it fixed</div>
 <b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<div>Problem solved</div> <div>Get it fixed</div> <div>Problem solved</div> <div>Get it fixed</div>	<div>Problem solved</div> <div>Get it fixed</div> <div>Problem solved</div> <div>Get it fixed</div>	<div>Problem solved</div> <div>Get it fixed</div> <div>Problem solved</div> <div>Get it fixed</div>	<div>Problem solved</div> <div>Get it fixed</div> <div>Problem solved</div> <div>Get it fixed</div>	<div>Problem solved</div> <div>Get it fixed</div> <div>Problem solved</div> <div>Get it fixed</div>



**Thank you**