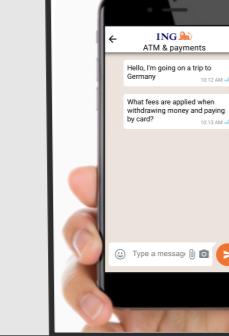
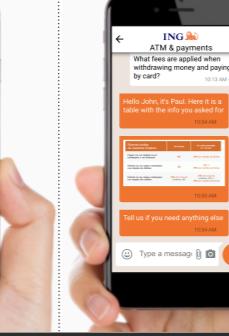
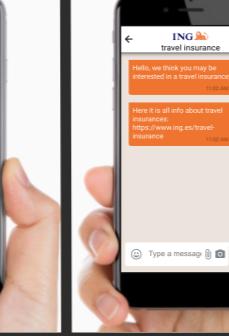
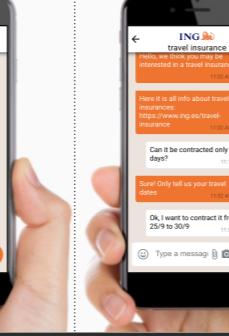
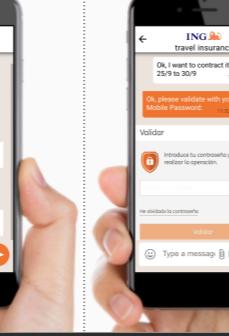
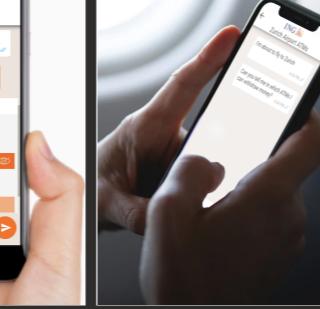
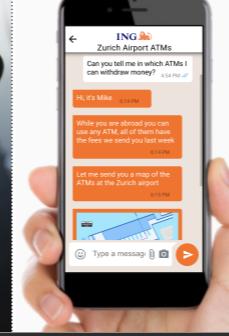
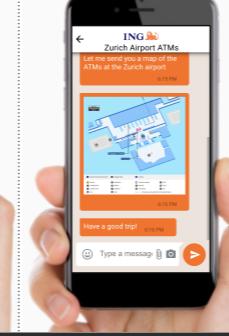
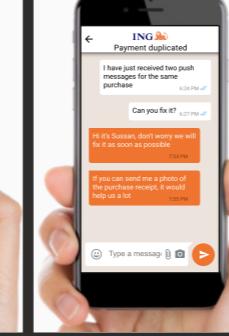
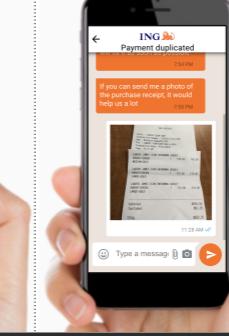
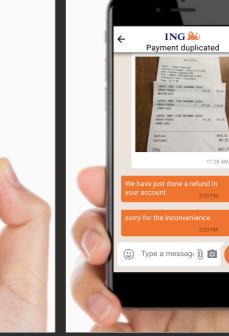
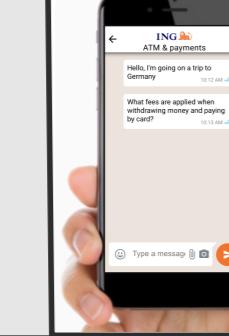
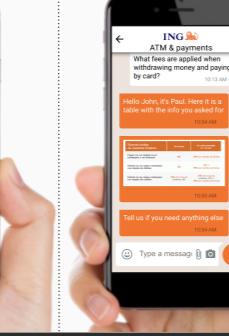
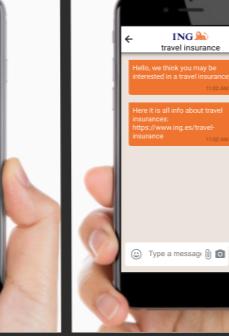
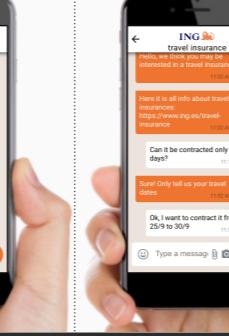
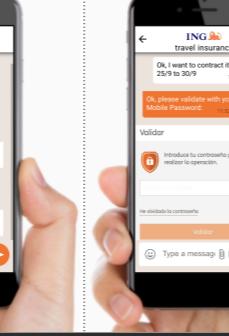
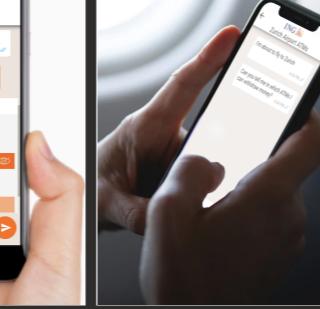
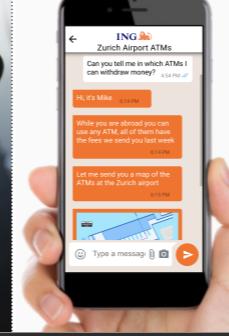
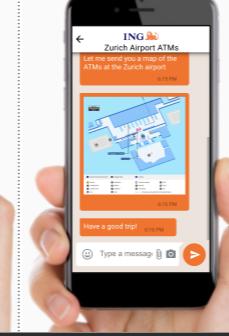
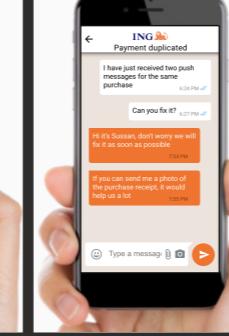
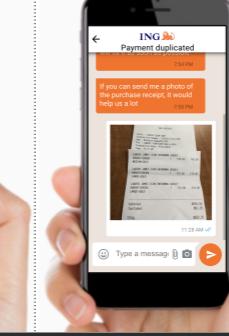
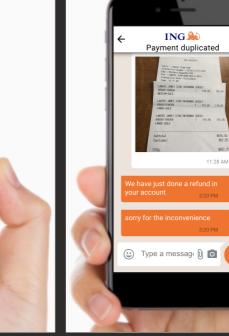
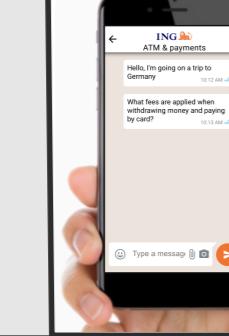
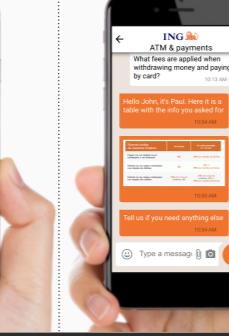
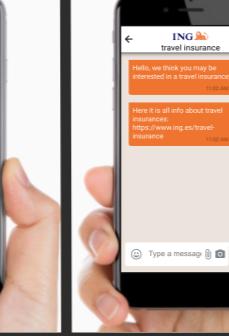
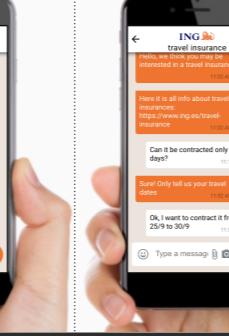
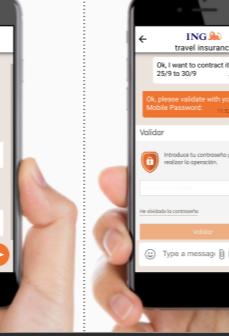
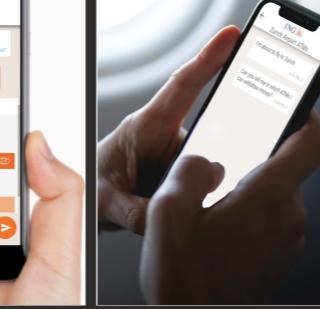
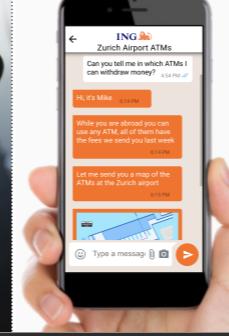
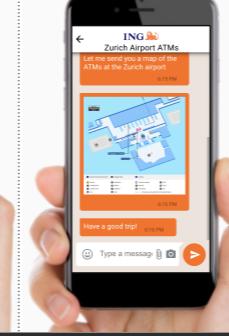
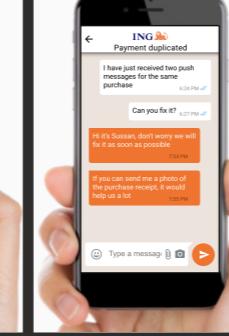
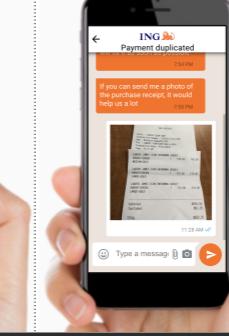
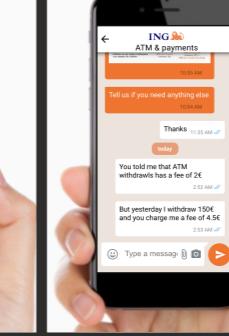
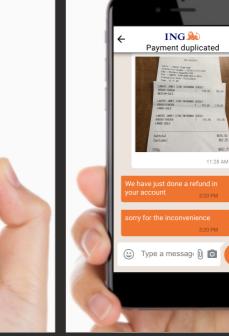
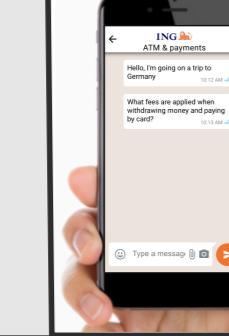
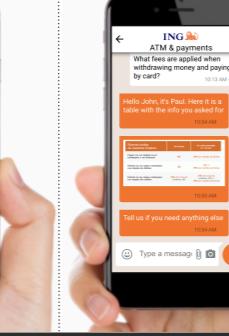
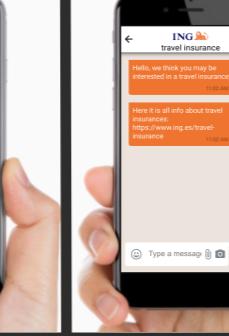
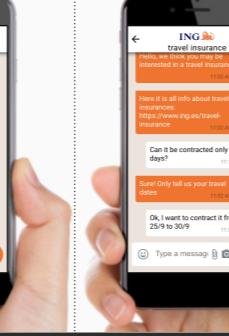
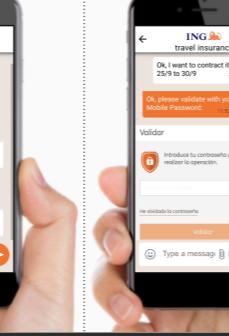
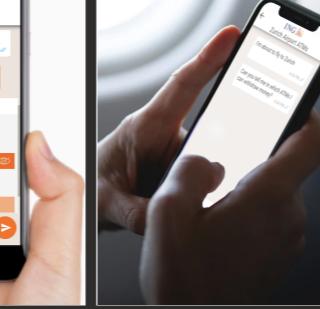
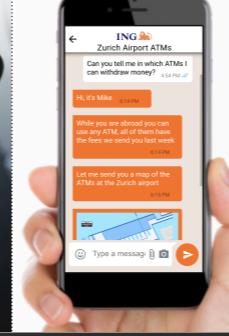
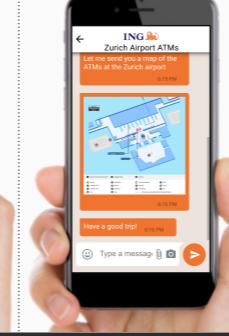
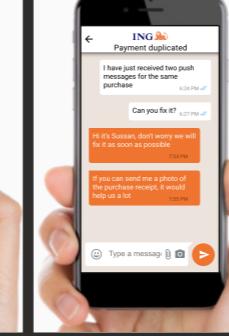
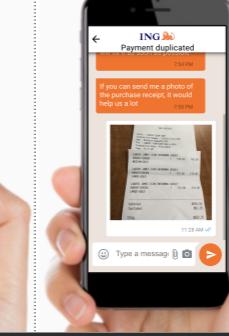
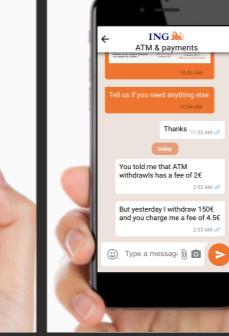
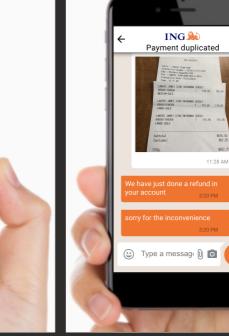
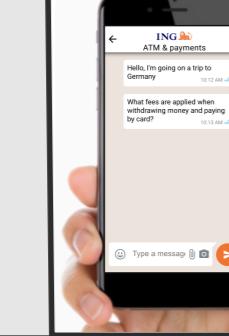
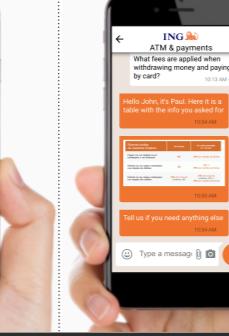
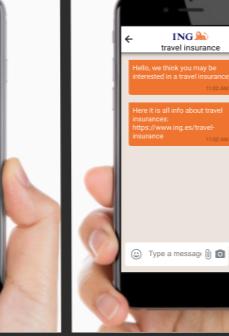
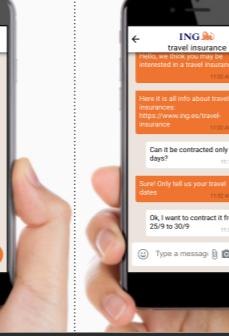
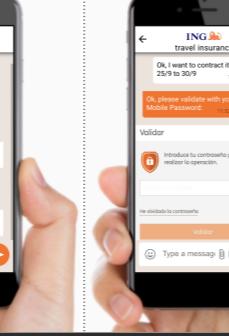
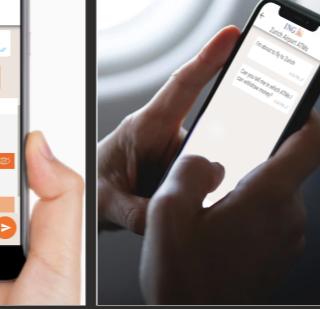
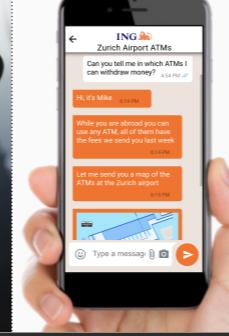
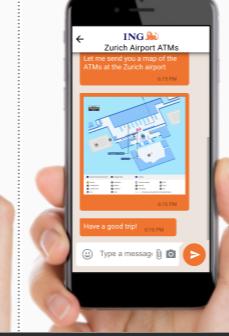
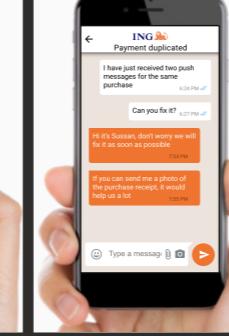
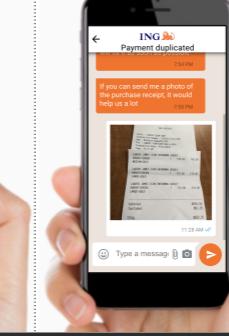
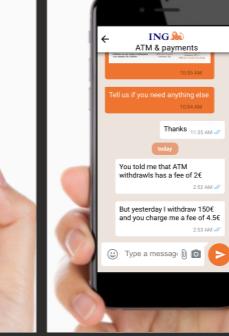
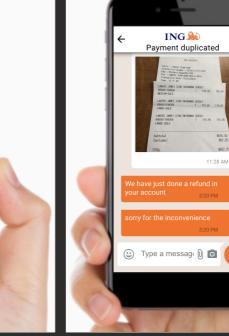
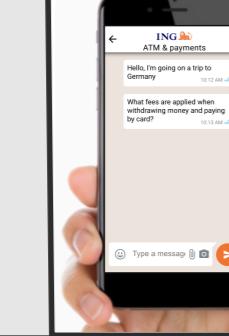
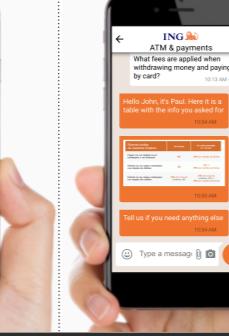
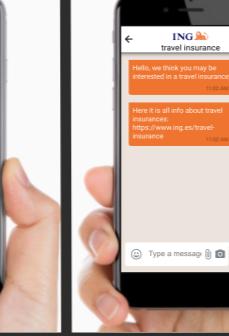
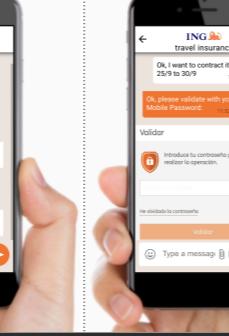
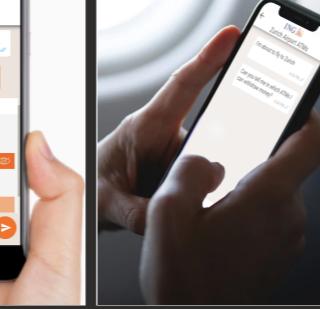
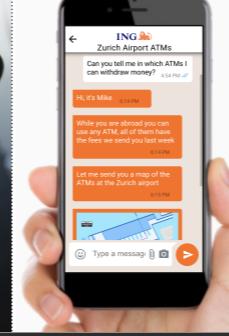
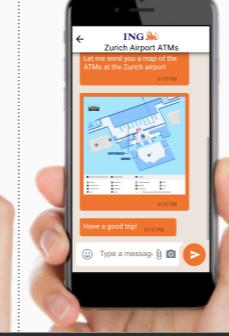
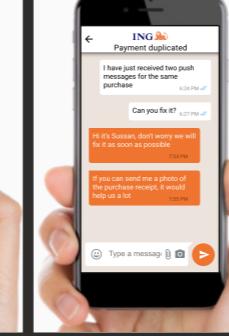
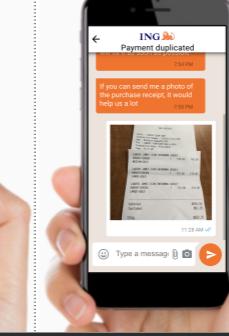
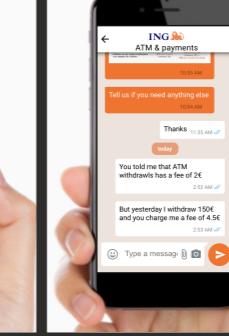
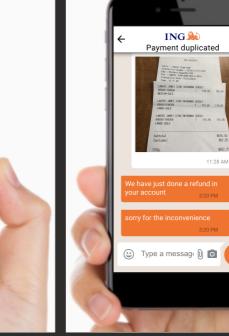


CUSTOMER JOURNEY MAP "TO-BE"



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											Return home											
<p>Stages</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%;">Days before the trip</td> <td style="width: 10%;"></td> <td style="width: 10%;">Return home</td> </tr> </table>											Days before the trip										Return home	Stages
Days before the trip										Return home												
<p>Customer context</p> <p>Define the environment in which the persona operates. Comment on the touchpoints they are using to do the tasks i.e. type of phone/ app etc.</p> <p>Customer activities</p> <p>Describe what the persona is trying to get done. This could be the tasks he/she is trying to perform, the problems they are trying to solve or the need they are trying to satisfy.</p> <p>Agent activity</p> <p>Describe what the agent can do in this new context</p> <p>Physical evidence</p> <p>Illustrate the steps using images / photos in context.</p> <p>Customer emotions</p> <p>Write down the customer's emotions / thoughts / opinions.</p>											Customer context											
<p>Customer context</p> <p>Office, during a meeting Mobile App</p> <p>Customer activities</p> <p>Chat about card payment fees</p> <p>Agent activity</p> <p>Consult material catalogue and send image with table</p> <p>Physical evidence</p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p>Customer Emotions</p> <p>Relaxed after consultation</p>											Customer activities											
<p>Customer context</p> <p>Airport, about to board Mobile App</p> <p>Customer activities</p> <p>Customer asks questions and decides to hire</p> <p>Agent activity</p> <p>System analyzes and creates chat to offer travel insurance</p> <p>Physical evidence</p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p>Customer Emotions</p> <p>Peace of mind knowing that when you arrive you will have the answer</p>											Customer activities											
<p>Customer context</p> <p>Gift store Mobile payment 2 push notifications about same payment</p> <p>Customer activities</p> <p>Customer reads the information sent by the agent</p> <p>Agent activity</p> <p>Customer explains what that he was double charged</p> <p>Physical evidence</p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p>Customer Emotions</p> <p>Relieved and surprised by the map</p>											Customer activities											
<p>Customer context</p> <p>Hotel</p> <p>Customer activities</p> <p>Customer sees that he has been charged a cashier's fee that doesn't match what he was told, he reopens the "atm & payments" chat and posts a complaint</p> <p>Agent activity</p> <p>Agent manages the complaint and starts the process to make the refund of the fee</p> <p>Physical evidence</p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p>Customer Emotions</p> <p>Calm for being able to warn in the moment</p>											Customer activities											
<p>Customer context</p> <p>Hotel</p> <p>Customer activities</p> <p>Customer sends the ticket via the chat</p> <p>Agent activity</p> <p>Agent confirms the refund of ATM fee</p> <p>Physical evidence</p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p>Customer Emotions</p> <p>Secure by sending documents to ing directly</p>											Customer activities											
<p>Customer context</p> <p>Happy for the simplicity being able to reuse the chat about ATM fees</p> <p>Customer activities</p> <p>Happy for the refund</p> <p>Agent activity</p> <p>Happy to have 2 smooth side conversations</p> <p>Physical evidence</p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p>Customer Emotions</p> <p>Happy to have been able to consult with ing without waiting for the return</p>											Customer emotions											