

CUSTOMER JOURNEY MAP "AS-IS"

Customer Journey Map "As-Is"										
Customer goal: Travel abroad with confidence	Stages									
	Days before the trip		Starting the journey		Enjoy the destination		Return home			
	 <p>Customer context 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>	Office, during a meeting	Office, lunchtime	Phone call	Airport, about to board	Gift store	Hotel	House		
	<p>Customer activities Describe what the persona is trying to get done. This could be the tools/he/she is trying to perform, the problem they are trying to solve or the need they are trying to satisfy.</p>	Customer creates a reminder: "I have to call ING and ask for card payment fees"	Customer makes the call to check fees for withdrawing money and paying by card		Customer asks where he can get money when he arrives at the airport	Customer puts a reminder to claim it when he returns from the trip, he can't call from abroad	Customer sees that he has been charged a cashier's fee that does not match what he was told. He adds a reminder for it	Customer claims double charge and extra fee	Customer hangs up, he doesn't know where the ticket is	Call again, with the ticket
	<p>Physical Evidence Illustrate the steps using images / photos in context.</p>									
	<p>Customer Emotions Write down the customer's emotions / thoughts / opinions.</p>	Tense because he couldn't forget to call	It's too much information to remember	Worried about traveling, he doesn't want to think about funds at that moment	Frustrated by not knowing where is an ATM when lands	Pissed off that he has been charged twice	Pissed off again there is a problem but still can't contact with ING	Pissed off by the wait, for having spent too much time and not knowing where the ticket is	Tired of having to explain everything again and he doesn't like to have to dictate numbers	He feels like he is wasting his time
Agent activity										Agent activity
<p>Opportunity Areas Describe what you can do to improve the journey for your persona.</p>	Not being able to ask questions without making a call	Too much information to remember		Lack of time to call	Not being able to make calls abroad	Not being able to make calls abroad	Agent does not have all the answers and keeps the customer waiting	Make different queries in one place	Having to repeat the requests on each call	Opportunity areas
<p>Supporting Data Provide any background data (quantitative or qualitative) that supports the persona.</p>		Total call time is 10 minutes, base on Spain call center average call of 450 seconds plus 30 seconds of waiting	Total call time is 3 minutes and 30 seconds of waiting, not enough to answer the customer				Total call time is 7 minutes, base on spain call center average call of 450 seconds plus 30 seconds of waiting	Total call time is 10 minutes, base on spain call center average call of 450 seconds plus 30 seconds of waiting		Supporting data