**Customer Journey Map – Resolve Now (Complainant Perspective)**

| **Stage** | **User Goals** | **Actions Taken** | **System Touchpoints** | **Pain Points** | **Opportunities for Improvement** |
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| 1. Awareness | Find a way to report an issue or complaint | Searches online or is directed to ResolveNow platform | Landing Page, Intro Video, CTA | Unclear purpose or credibility of the platform | Add testimonials, trust badges, video walkthroughs |
| 2. Registration | Create an account to raise a complaint | Fills out sign-up form and verifies email | Sign-up Page, Email Verification | Lengthy forms or technical errors | Simplify form, show progress indicators |
| 3. Submission | Submit the issue with all relevant details | Enters complaint info, uploads photos/documents | Complaint Form, Upload Feature | Unsure of what to fill, slow file upload | Auto-fill hints, drag & drop uploader |
| 4. Confirmation | Get assurance the complaint is submitted | Sees confirmation message and email notification | Toast Message, Email | Doesn't know what happens next | Show real-time ticket number/status |
| 5. Tracking | Monitor complaint status | Views dashboard to check current status | Dashboard, Status Tracker | No real-time updates or delays | Add live tracking bar or progress steps |
| 6. Agent Interaction | Get support and provide additional info | Chats with assigned agent for clarification | Chat Module, Notification Center | Delayed responses, no context | Auto-assignment to available agents, prefilled info |
| 7. Resolution | Receive solution or compensation | Reviews resolution message or file from agent | Dashboard, Email, PDF Download | Vague resolution info, no easy next steps | Add resolution checklist, feedback prompt |
| 8. Feedback | Rate and share experience | Submits star rating and comment | Feedback Form, Thank You Page | May skip feedback due to time | Add reward points or gamify feedback |