Customer Journey Map

Scenario: Automated Network Access Request Fulfillment

Category	Entice	Enter	Engage	Exit	Extend
Steps	Identify network change need.	Login to Service Portal.	Fill and submit form.	Receive fulfillment alert.	Verify new access.
Interactions	Internal team chat.	ServiceNow Web UI.	Flow Designer (Auto).	Email / Push notification.	Network Device.
Goals	Fix connectivity issue.	Find correct item.	Fast submission.	Official confirmation.	Resuming work.
Positive	Clear path found.	SSO login.	Validated fields.	Instant resolution.	Audit trail exists.
Negative	Work stoppage.	Initial navigation.	Form complexity.	None.	None.