**Task 4**

**TO-BE Process Workflow**

**A group of text boxes

Description automatically generatedExternal Clients Workflow**

A diagram of a customer satisfaction survey

Description automatically generated with medium confidence**Customer journey map:**

A close-up of a computer screen

Description automatically generated**Internal Employees Workflow**

A diagram of a patient's reaction

Description automatically generated with medium confidence**Customer journey map:**

**Explanation of the TO-BE Process Workflow**

**External Clients Workflow**

1. **Client Has an Issue/Request:**
   * **Action:** Clients identify a problem or have a specific request that needs addressing.
   * **Objective:** To initiate the support process formally.
2. **Clients Raise a Ticket in the System:**
   * **Action:** Clients log into a centralised system (such as a Customer Relationship Management (CRM) platform) and create a new ticket. This ticket includes details about their issue or request.
   * **Objective:** To ensure all issues/requests are formally recorded in a structured manner.
3. **Level 1 (L1) Support Acknowledges the Ticket:**
   * **Action:** The system automatically notifies L1 Support of the new ticket. L1 Support acknowledges the ticket, indicating that it has been received and is being looked into.
   * **Objective:** To provide clients with immediate acknowledgement and assurance that their issue is being addressed.
4. **Ticket Resolution by L1 Support:**
   * **Action:** L1 Support assesses the ticket:
     + **If L1 Support can resolve the issue:**
       - L1 Support claims the ticket.
       - L1 Support performs the necessary actions to resolve the issue.
       - L1 Support updates the ticket with resolution details and closes it.
     + **If L1 Support cannot resolve the issue:**
       - L1 Support assigns the ticket to Level 2 (L2) Support, providing all relevant information and actions taken so far.
   * **Objective:** To resolve issues quickly at the first level of support whenever possible and escalate efficiently when needed.
5. **Ticket Resolution by L2 Support:**
   * **Action:** L2 Support receives the ticket from L1 Support:
     + **If L2 Support can resolve the issue:**
       - L2 Support claims the ticket.
       - L2 Support performs the necessary actions to resolve the issue.
       - L2 Support updates the ticket with resolution details and closes it.
     + **If L2 Support cannot resolve the issue:**
       - L2 Support assigns the ticket to Level 3 (L3) Support, providing all relevant information and actions taken so far.
   * **Objective:** To handle more complex issues that L1 Support cannot resolve, ensuring that the issue is escalated appropriately.
6. **Ticket Resolution by L3 Support:**
   * **Action:** L3 Support receives the ticket from L2 Support:
     + L3 Support claims the ticket.
     + L3 Support performs the necessary actions to resolve the issue.
     + L3 Support updates the ticket with resolution details and closes it.
   * **Objective:** To resolve the most complex issues that L2 Support cannot handle, ensuring a thorough and final resolution.
7. **Tracking System:**
   * **Action:** Throughout the process, the status of the ticket is tracked and monitored in real-time by a tracking system.
   * **Objective:** To provide visibility into the progress of the issue, ensuring that no tickets are overlooked and that clients and internal stakeholders can see the current status at any time.
8. **Follow-Up:**
   * **Action:** Once the issue is resolved at any level (L1, L2, or L3), the system automatically triggers a follow-up procedure. Technical support contacts the client to confirm the resolution and gather feedback if necessary.
   * **Objective:** To ensure client satisfaction and verify that the issue has been resolved to the client’s expectations.
9. **Resolution:**
   * **Action:** If the issue is resolved, the ticket is marked as closed in the CRM system.
   * **Objective:** To formally close the issue and provide a clear record of the resolution process.

**Internal Employees Workflow**

1. **Employee Has an Issue/Request:**
   * **Action:** Employees identify a problem or have a specific request that needs addressing.
   * **Objective:** To initiate the support process formally.
2. **Employees Raise a Ticket in the System:**
   * **Action:** Employees log into a centralised system (such as a CRM platform) and create a new ticket. This ticket includes details about their issue or request.
   * **Objective:** To ensure all issues/requests are formally recorded in a structured manner.
3. **Level 1 (L1) Support Acknowledges the Ticket:**
   * **Action:** The system automatically notifies L1 Support of the new ticket. L1 Support acknowledges the ticket, indicating that it has been received and is being looked into.
   * **Objective:** To provide employees with immediate acknowledgement and assurance that their issue is being addressed.
4. **Ticket Resolution by L1 Support:**
   * **Action:** L1 Support assesses the ticket:
     + **If L1 Support can resolve the issue:**
       - L1 Support claims the ticket.
       - L1 Support performs the necessary actions to resolve the issue.
       - L1 Support updates the ticket with resolution details and closes it.
     + **If L1 Support cannot resolve the issue:**
       - L1 Support assigns the ticket to Level 2 (L2) Support, providing all relevant information and actions taken so far.
   * **Objective:** To resolve issues quickly at the first level of support whenever possible and escalate efficiently when needed.
5. **Ticket Resolution by L2 Support:**
   * **Action:** L2 Support receives the ticket from L1 Support:
     + **If L2 Support can resolve the issue:**
       - L2 Support claims the ticket.
       - L2 Support performs the necessary actions to resolve the issue.
       - L2 Support updates the ticket with resolution details and closes it.
     + **If L2 Support cannot resolve the issue:**
       - L2 Support assigns the ticket to Level 3 (L3) Support, providing all relevant information and actions taken so far.
   * **Objective:** To handle more complex issues that L1 Support cannot resolve, ensuring that the issue is escalated appropriately.
6. **Ticket Resolution by L3 Support:**
   * **Action:** L3 Support receives the ticket from L2 Support:
     + L3 Support claims the ticket.
     + L3 Support performs the necessary actions to resolve the issue.
     + L3 Support updates the ticket with resolution details and closes it.
   * **Objective:** To resolve the most complex issues that L2 Support cannot handle, ensuring a thorough and final resolution.
7. **Tracking System:**
   * **Action:** Throughout the process, the status of the ticket is tracked and monitored in real-time by a tracking system.
   * **Objective:** To provide visibility into the progress of the issue, ensuring that no tickets are overlooked and that employees and internal stakeholders can see the current status at any time.
8. **Follow-Up:**
   * **Action:** Once the issue is resolved at any level (L1, L2, or L3), the system automatically triggers a follow-up procedure. Technical support contacts the employee to confirm the resolution and gather feedback if necessary.
   * **Objective:** To ensure employee satisfaction and verify that the issue has been resolved to the employee’s expectations.
9. **Resolution:**
   * **Action:** If the issue is resolved, the ticket is marked as closed in the CRM system.
   * **Objective:** To formally close the issue and provide a clear record of the resolution process.

**Overall Feelings**

For both external clients and internal employees, the journey begins with concern and anxiety as they identify and report issues or requests. Immediate acknowledgment from L1 Support provides reassurance. As the ticket moves through the support levels, feelings may fluctuate between neutrality and concern depending on the complexity and escalation of the issue. The implementation of a real-time tracking system instils confidence, while timely follow-ups lead to satisfaction. Finally, the successful resolution and closing of the ticket result in happiness and relief, completing a positive support experience.

**Evaluating the Current Customer Support Process: The Path to Continuous Improvement**

The journey of customer and employee interactions with support systems is pivotal to maintaining satisfaction and fostering loyalty. A well-structured support process can significantly enhance the user experience, yet even the most organized systems have room for improvement. By analysing the emotions associated with each stage of the current support process, it becomes evident that while the system is functional, there are several areas where enhancements can be made to ensure a more seamless and satisfying experience for both external clients and internal employees.

**Initial Concern and Anxiety**

At the outset of the support journey, both external clients and internal employees often experience concern and anxiety. This is a natural reaction when issues arise or when assistance is needed, as users are uncertain about the resolution and the efficiency of the support they will receive. Clients identify a problem or have a specific request, initiating the support process formally. This stage, marked by emotions of concern and anxiety, highlights the need for a more intuitive and user-friendly interface. Simplifying the process of raising a ticket and ensuring that users are well-informed about the steps involved can alleviate these initial negative emotions and set a positive tone for the rest of the journey.

**Neutral and Concerned Emotions During the Process**

As the support process progresses through various levels, from L1 to L2 and potentially to L3, users’ emotions fluctuate between neutrality and concern. This indicates that while the system is operational, there are perceived inefficiencies and uncertainties that affect user confidence. L1 support acknowledges the ticket and attempts to resolve it. If the issue cannot be resolved at this level, it is escalated to L2, and if necessary, to L3. The potential delays and the need for multiple escalations suggest that the initial levels of support might lack sufficient resources or training to handle more complex issues effectively. Enhancing training programs for L1 support staff and providing them with more comprehensive resources can help resolve issues more quickly and reduce the need for escalations, thus maintaining a higher level of user confidence throughout the process.

**The Role of Real-Time Communication and Proactive Support**

Real-time communication tools and proactive support measures are critical to improving the support process. Currently, the support journey involves multiple touchpoints, including phone calls, emails, and interactions with the CRM system. While these are effective, introducing real-time communication options, such as live chat or instant messaging, can provide immediate assistance and reduce response times. Additionally, proactive support, where potential issues are identified and addressed before they become significant problems, can greatly enhance user satisfaction. Implementing these measures can transform the user experience from reactive to proactive, ensuring that clients and employees feel supported at all times.

**Follow-Up and Continuous Feedback**

The follow-up stage is crucial in confirming resolution and gathering feedback. While this stage currently leads to satisfaction, ensuring that follow-ups are timely and personalized can further enhance the user experience. Automated follow-up reminders and surveys can help gather valuable insights into user satisfaction and areas for improvement. Moreover, establishing a continuous feedback loop where feedback is regularly analysed and acted upon can drive iterative improvements in the support process. This approach ensures that the support system remains dynamic and responsive to user needs.

**Conclusion**

While the current customer support process is structured and leads to eventual satisfaction, there are several areas where significant improvements can be made. By addressing the initial concern and anxiety through a more user-friendly interface, enhancing the efficiency of L1 support with better training and resources, introducing real-time communication and proactive support measures, and ensuring continuous feedback and timely follow-ups, the overall support experience can be greatly enhanced. Continuous improvement is essential to maintaining high levels of satisfaction and ensuring that the support process evolves with the needs of clients and employees. By focusing on these areas, organizations can foster a more positive and seamless support journey, ultimately leading to higher levels of user satisfaction and loyalty.