**Task 3: AS-IS Customer Journey Map and Process Workflow**

**1. AS-IS Customer Journey Map**

**External Clients:**

1. **Initiation**:
   * Client calls the office number or sends an email to an employee.
   * **Pain Points**: Lack of a structured system, potential delays in reaching the right person.
2. **Dispatch**:
   * An admin officer or staff member dispatches the concern to the assigned technical support.
   * **Pain Points**: Manual dispatching can lead to errors and delays.
3. **Issue Handling**:
   * The assigned technical support addresses the issue or request.
   * **Pain Points**: No tracking of progress, risk of overlooking issues.
4. **Follow-Up**:
   * Technical support calls or emails the client to check if the issue is resolved or if the request has been tested.
   * **Pain Points**: No formal follow-up mechanism, lack of accountability.
5. **Resolution**:
   * If resolved, the process ends; if not, it may go back to the technical support.
   * **Pain Points**: No visibility into the resolution process for other team members or the Project Manager.

**Internal Employees:**

1. **Initiation**:
   * Employee calls, sends an email, or speaks in person to an employee.
   * **Pain Points**: Informal methods of raising issues, potential for miscommunication.
2. **Dispatch**:
   * An admin officer or staff member dispatches the concern to the assigned technical support.
   * **Pain Points**: Similar to external clients, manual process is prone to delays and errors.
3. **Issue Handling**:
   * The assigned technical support addresses the issue or request.
   * **Pain Points**: No tracking or monitoring, issues can be forgotten or mishandled.
4. **Follow-Up**:
   * Technical support calls, emails, or speaks to the concerned employee to check if the issue is resolved or the request tested.
   * **Pain Points**: Lack of a structured follow-up, issues can persist unnoticed.
5. **Resolution**:
   * If resolved, the process ends; if not, it may go back to technical support.
   * **Pain Points**: Same as external clients, no visibility into the process for other team members or the Project Manager.

**2. AS-IS Process Workflow**

**External Clients Workflow:**

1. **Client Initiates Contact**:
   * Client calls or emails.
   * **Input**: Client issue/request.
2. **Dispatch**:
   * Admin officer or staff assigns to technical support.
   * **Input**: Admin/staff action.
   * **Output**: Assigned issue/request.
3. **Technical Support Handles Issue**:
   * Technical support works on the issue.
   * **Input**: Technical support action.
   * **Output**: Resolved issue or update.
4. **Follow-Up**:
   * Technical support contacts the client for confirmation.
   * **Input**: Technical support action.
   * **Output**: Client confirmation or additional action required.
5. **Resolution**:
   * Issue resolved or process repeats.
   * **Input**: Client feedback.
   * **Output**: Closed ticket or further action.

**Internal Employees Workflow:**

1. **Employee Initiates Contact**:
   * Employee calls, emails, or speaks to staff.
   * **Input**: Employee issue/request.
2. **Dispatch**:
   * Admin officer or staff assigns to technical support.
   * **Input**: Admin/staff action.
   * **Output**: Assigned issue/request.
3. **Technical Support Handles Issue**:
   * Technical support works on the issue.
   * **Input**: Technical support action.
   * **Output**: Resolved issue or update.
4. **Follow-Up**:
   * Technical support contacts the employee for confirmation.
   * **Input**: Technical support action.
   * **Output**: Employee confirmation or additional action required.
5. **Resolution**:
   * Issue resolved or process repeats.
   * **Input**: Employee feedback.
   * **Output**: Closed ticket or further action.

**Visualisation Tools**

To effectively visualise the AS-IS Customer Journey Map and Process Workflow,

A screenshot of a computer

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A screenshot of a computer

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**AS IS Process**

A close-up of a diagram

Description automatically generatedExternal Clients Workflow:

A close-up of a text box

Description automatically generatedInternal Employees Workflow

**Key Points in the Process**

* **Initiation Stage:**
  + External clients and internal employees face frustration due to a lack of structured systems for initiating contact, leading to potential delays and miscommunication.
* **Dispatch Stage:**
  + The manual dispatching process is prone to errors and delays, causing uncertainty and inefficiency in handling issues for both external clients and internal employees.
* **Issue Handling Stage:**
  + The absence of an effective tracking system results in anxiety and the risk of issues being overlooked or forgotten, with a lack of monitoring exacerbating the problem.
* **Follow-Up Stage:**
  + The lack of a formal follow-up mechanism causes frustration and a lack of accountability, leading to dissatisfaction due to untimely updates for both external clients and internal employees.
* **Resolution Stage:**
  + The resolution process lacks transparency, leaving clients and employees frustrated, and other team members and project managers without visibility into the process, resulting in potential communication gaps.

**Conclusion**

The current AS-IS Customer Journey Map and Process Workflow for both external clients and internal employees highlight several critical inefficiencies and pain points that need addressing to improve overall satisfaction and efficiency.

**Key Issues Identified:**

1. **Initiation Stage**:
   * External clients and internal employees face frustration due to a lack of structured systems for initiating contact.
   * Potential delays and miscommunication can arise from informal methods and unstructured processes.
2. **Dispatch Stage**:
   * The manual dispatching process is prone to errors and delays, leading to uncertainty and inefficiency in handling issues.
   * Both external clients and internal employees experience similar frustrations in this stage.
3. **Issue Handling Stage**:
   * There is no effective tracking system, resulting in anxiety and the risk of issues being overlooked or forgotten.
   * Lack of monitoring exacerbates the problem, particularly for internal employees.
4. **Follow-Up Stage**:
   * Absence of a formal follow-up mechanism causes frustration and a lack of accountability.
   * Both external clients and internal employees often do not receive timely updates, leading to dissatisfaction.
5. **Resolution Stage**:
   * The resolution process lacks transparency, leaving clients and employees frustrated.
   * Other team members and project managers do not have visibility into the resolution process, resulting in potential communication gaps.

**Proposed Solutions:**

To address these pain points and improve the overall process, the following solutions are recommended:

* **Implement a Centralised Contact System or CRM**: This would streamline the initiation stage, reducing delays and miscommunication.
* **Adopt an Automated Ticketing System**: Automation can minimise errors in the dispatch stage and ensure timely assignment of issues to the appropriate technical support.
* **Develop a Tracking System for Issue Status**: Tracking and monitoring systems will provide visibility into the progress of issue handling, reducing the risk of overlooked issues.
* **Establish Formal Follow-Up Procedures**: Structured follow-up processes will ensure accountability and keep clients and employees informed about the status of their issues.
* **Ensure Transparency in the Resolution Process**: Providing visibility to relevant team members and project managers will improve communication and overall satisfaction.

By implementing these solutions, the organisation can enhance the efficiency and effectiveness of its customer support processes, leading to higher satisfaction levels for both external clients and internal employees. This structured approach will not only streamline operations but also foster a more positive and responsive support environment.

**Does this mean that the customer is already happy with the current process and no longer needs to improve?**

No, the analysis of the AS-IS Customer Journey Map and Process Workflow clearly indicates that the customer is not happy with the current process and there is a significant need for improvement. The document highlights numerous pain points and inefficiencies experienced by both external clients and internal employees, suggesting that the current process is not meeting their satisfaction levels. Here are the key points that underscore the necessity for improvement:

**Identified Pain Points and Issues:**

1. **Initiation Stage:**
   * Lack of structured systems leads to potential delays and miscommunication.
   * External clients and internal employees face frustration due to these inefficiencies.
2. **Dispatch Stage:**
   * Manual dispatching is prone to errors and delays, causing uncertainty and inefficiency.
   * Both external clients and internal employees experience similar frustrations.
3. **Issue Handling Stage:**
   * No effective tracking system results in anxiety and risk of issues being overlooked or forgotten.
   * Lack of monitoring exacerbates the problem, particularly for internal employees.
4. **Follow-Up Stage:**
   * Absence of a formal follow-up mechanism causes frustration and lack of accountability.
   * Both external clients and internal employees often do not receive timely updates, leading to dissatisfaction.
5. **Resolution Stage:**
   * The resolution process lacks transparency, leaving clients and employees frustrated.
   * Other team members and project managers do not have visibility into the resolution process, resulting in communication gaps.

**Conclusion from Analysis:**

The analysis concludes that the current AS-IS Customer Journey Map and Process Workflow highlight several critical inefficiencies and pain points. To improve overall satisfaction and efficiency, the following solutions were recommended:

**Implement a Centralised Contact System or CRM**

**Purpose:**

* To streamline the initiation stage of customer interactions.

**Benefits:**

* **Reduction of Delays:** A centralised system ensures that all client and employee communications are directed to the appropriate channels without unnecessary delays.
* **Minimisation of Miscommunication:** By having a single, organised point of contact, the likelihood of information being lost or misinterpreted is significantly reduced.
* **Improved Record-Keeping:** All interactions are logged and tracked in a unified system, making it easier to refer back to previous communications and maintain continuity.

**Implementation:**

* Deploy a Customer Relationship Management (CRM) system that can handle all incoming communications (calls, emails, chat messages).
* Ensure that all employees are trained to use the system effectively.

**Adopt an Automated Ticketing System**

**Purpose:**

* To automate the dispatch stage and ensure efficient handling of issues.

**Benefits:**

* **Minimisation of Errors:** Automation reduces the risk of human error in assigning tasks.
* **Timely Assignment:** Issues are automatically assigned to the appropriate technical support staff based on predefined criteria, ensuring prompt attention.
* **Prioritisation:** The system can prioritise issues based on their urgency and importance, ensuring that critical problems are addressed first.

**Implementation:**

* Introduce an automated ticketing system that integrates with the CRM.
* Configure the system to automatically route tickets to the right team members based on issue type, urgency, and availability.

**Develop a Tracking System for Issue Status**

**Purpose:**

* To provide visibility into the progress of issue handling.

**Benefits:**

* **Transparency:** Clients and employees can see the current status of their issues, which builds trust and reduces anxiety.
* **Accountability:** A tracking system ensures that no issue is overlooked or forgotten, as all actions are logged and visible.
* **Efficiency:** Managers can monitor progress and intervene if necessary to expedite resolution.

**Implementation:**

* Implement a tracking system within the CRM and ticketing system.
* Ensure that status updates are automatic and visible to all stakeholders involved.

**Establish Formal Follow-Up Procedures**

**Purpose:**

* To ensure accountability and keep clients and employees informed about the status of their issues.

**Benefits:**

* **Consistency:** A structured follow-up process ensures that all clients and employees receive timely updates.
* **Improved Satisfaction:** Regular updates and follow-ups make clients and employees feel valued and informed.
* **Accountability:** A formal process holds technical support staff responsible for completing follow-ups.

**Implementation:**

* Define and document formal follow-up procedures for different types of issues.
* Train technical support staff to adhere to these procedures and ensure they are consistently applied.

**Ensure Transparency in the Resolution Process**

**Purpose:**

* To improve communication and overall satisfaction by making the resolution process visible to all relevant parties.

**Benefits:**

* **Enhanced Communication:** By making the resolution process transparent, all team members and project managers can stay informed about the progress of an issue.
* **Increased Trust:** Transparency helps build trust between clients, employees, and the organisation as they can see efforts being made to resolve their issues.
* **Better Collaboration:** Visibility into the resolution process facilitates better collaboration among team members, leading to more effective problem-solving.

**Implementation:**

* Use the tracking system to provide real-time updates on issue resolution to all stakeholders.
* Make key milestones and actions visible to team members and project managers.

**Conclusion:**

The customer (both external clients and internal employees) is not currently satisfied with the existing process due to the identified inefficiencies and pain points. The document emphasises the need for significant improvements to enhance customer satisfaction and operational efficiency. Therefore, it is clear that the current process requires substantial improvements.