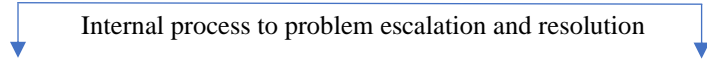















## CUSTOMER JOURNEY MAP

1. For External Clients: Personas were created to give an actual face to the actors in the question

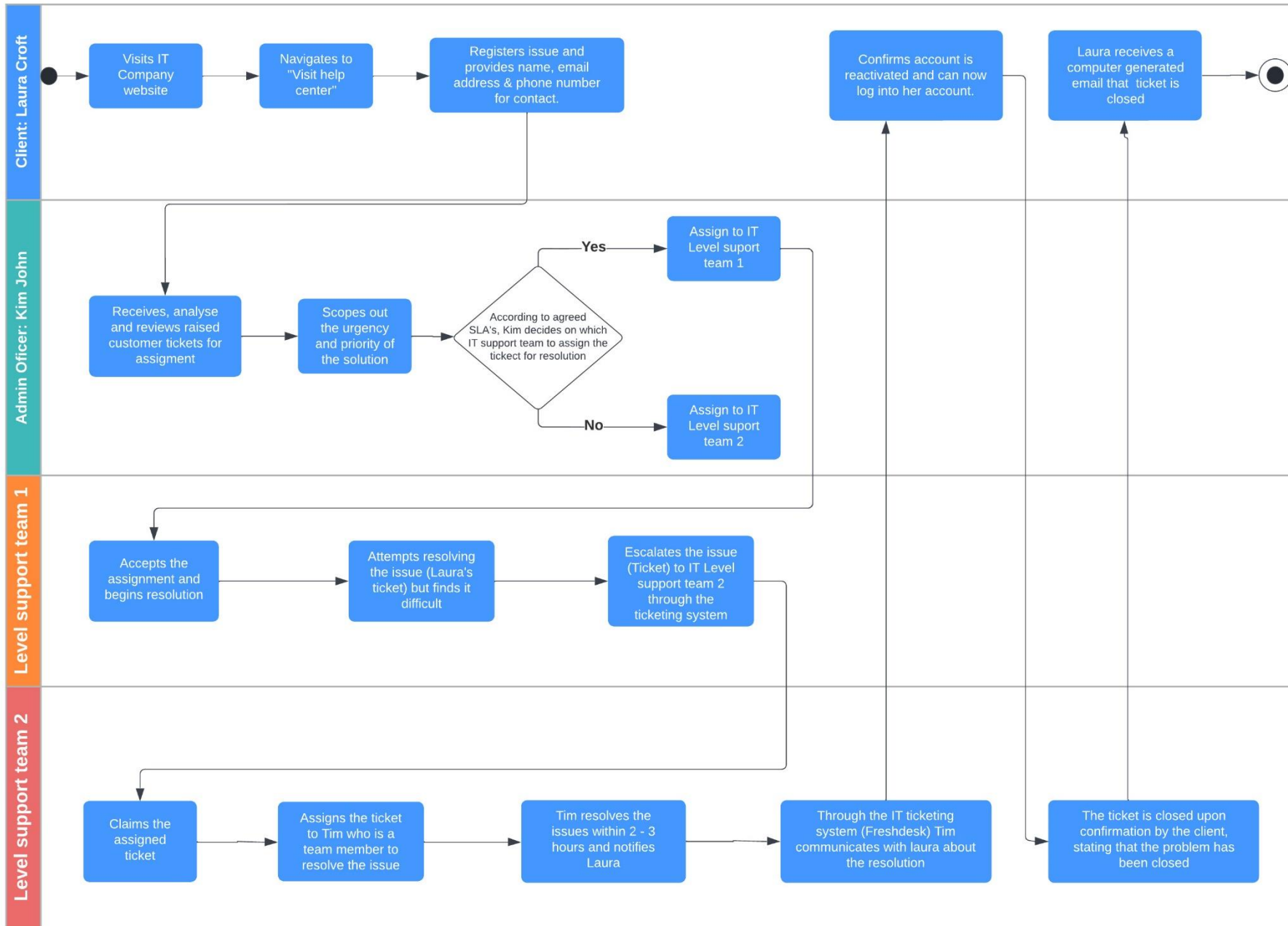
1	Client:	Name: Mrs Laura croft Age: 28, Caucasian Female Occupation: Financial advisor Info: Married woman with 2 kids who volunteers part time at the local library on weekends Complaint: Her account has been inactive for over 2 years, so she is contacting support team to have her account reactivated.
2	Someone, admin office, staff:	Name: Kim John Age: 22, Asian Male Position: Admin officer Info: A university intern who is seeking work experience in the field of information technology.
3	Technical support	Name: Tim Samuel Age: 32, Black Male Position: Tech support Info: An experienced IT professional who enjoys his time playing local football league during weekends.

## CUSTOMER JOURNEY MAP 1 (TO BE)

PERSONA	Client: Laura Croft Complaint: Her account has been inactive for over 2 years, so she is contacting support team to have her account reactivated.		Admin Officer: Kim John		Tech support (Level 2): Tim Samuel		Client: Laura Croft
			 <p style="text-align: center;">Internal process to problem escalation and resolution</p>				
STEPS	AWARENESS	CONTACT MODE	ENGAGEMENT	ASSIGNMENT & HANDS OFF	RESOLUTION	EXIT	GOAL
EMOTIONS & THOUGHTS	  <i>Laura: I need to visit their website, and contact their customer care</i>  <i>Laura: The websites interface looks easy to navigate.</i>	<i>Laura is pleased that the website is well formatted and there are tabs with distinct headings.</i>  	<i>Laura: I'm pleased with the level of customer service and interaction</i>    <i>Kim: The new IT ticket system automation process has made my job easier</i>    <i>Kim: This new IT support ticketing system automation process has made my job easier as it categorises complaints based on the problem that need solving and as well make its tracking easy.</i>  	<i>Laura is being kept in loop through constant communication while her issue is being resolved</i>    <i>Kim: With the interface of the ticketing system, it is easier to have an overview of all available in-house IT support staff thus making assigning task to team seamless while seeing the amount of workload that is ongoing, pending and completed.</i>  	<i>Tim: in the old system, I am swarmed with pending issues that need my commitment, but with this new ticketing system and extra IT support staff. I have manageable tickets to resolve. Thus, making me more efficient in meeting customer and business needs</i>  	<i>Laura: I am satisfied with the level and degree of support provided by the IT support team.</i>    <i>Tim: In using my skills and as well by consulting repositied work arounds and knowledge, I was able to solve the issue in no time.</i>    <i>Tim: I know the customer will be pleased with our service delivery.</i>  	<i>Laura: I can now log-in into my account and access contents and services that I love.</i>    <i>Kim &amp; Tim: In delivering an exceptional customer service to Laura we have guaranteed customer satisfaction, and in general made her happy,</i>  
ACTIONS	<ul style="list-style-type: none"> <li>Word of mouth</li> <li>Newspaper</li> <li>Tv advert</li> <li>Magazine and fliers</li> <li>Internet</li> <li>Through website chat bot</li> <li>Social media handles eg. Twitter, TikTok, WhatsApp, Facebook,</li> <li>Targeted adverts on mobile phone and computer when browsing</li> <li>Targeted email adverts, and weekly newsletter.</li> </ul>	<ul style="list-style-type: none"> <li>Logs on to the website through her laptop</li> <li>Navigates the site to <b>“Visit help centre”</b>.</li> <li>Scrolls through most asked questions to see the one that relates to her worries but finds none.</li> <li>Proceeds to selects <b>“Other”</b> and <b>“The category”</b> that her compliant falls into.</li> <li>She’s prompted to input her name, email address and phone number for ease of communication and feedback, then writes her complaint.</li> <li>On completion and submission of complaint, she receives a confirmation email with a unique ticket number that will be used in tracking her submission.</li> </ul>	<ul style="list-style-type: none"> <li>Kim receives, analyse, and reviews (tickets) issues from customers, to ascertain priority, urgency, and level of support required.</li> <li>Using the agreed predetermined SLA’s, Kim escalates the ticket to the IT support team by assigning the ticket to the appropriate IT support team who is well experienced and skilled in resolving the raised ticket in no time.</li> <li>While at it, Kim and the IT support team maintains communication with within the IT support system and as well.</li> </ul>	<ul style="list-style-type: none"> <li>Kim assigns the request to the Level 1 support team.</li> <li>Seeing that they don’t posses the capability to have the request resolved, the Level 1 support team escalates the issue to Level 2 support team.</li> <li>Level 2 support team claims the assigned ticket and acknowledges it.</li> <li>Seeing that they possess knowledge within their team on how to resolve the issue, they assign it to their Tim who will own the issue and have it resolved.</li> </ul>	<ul style="list-style-type: none"> <li>Tim receives assigned issue and acknowledges it.</li> <li>Tim using his expertise troubleshoots the customer request speedily within 2 – 3 hours thereby granting the customer access to her deactivated account.</li> </ul>	<ul style="list-style-type: none"> <li>With the issue now resolved by the Level 2 tech support team. The ticket is closed, and an automatic generated email is sent to Laura stating that her issue has being resolved.</li> <li>After the resolution and closure of a customer’s issue, the IT support system automatically conducts customer satisfaction survey. And it is a voluntary exercise which seeks to gather data for improvement.</li> </ul>	<ul style="list-style-type: none"> <li>The client’s aim and purpose is believed to have been addressed depending on the outcome of the solution provided by the Tech support team.</li> </ul>

# "TO BE PROCESS FLOW MAP 1

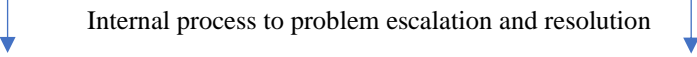
Kenneth Maduka | May 7, 2022



2. For Company Employees: Personas were created to give an actual face to the actors in the question

1	Employee that calls:	<p>Name: Mr Austin Coy</p> <p>Age: 34, Caucasian Male</p> <p>Occupation: Product owner</p> <p>Info: An active father of two, still plays team sport and is always connected to friends and family through the internet and mobile phone. At work, he is very likeable and diligent in his duties</p> <p>Complaint: Due to the internal database system used at work being updated for security reasons. He hasn't been able to log in into his profile. Therefore, he needs the IT support team to grant him access.</p>
2	Someone, admin office, staff:	<p>Name: Kim John</p> <p>Age: 22, Asian Male</p> <p>Position: Admin officer</p> <p>Info: A university intern who is seeking work experience in the field of information technology.</p>
3	Technical support	<p>Name: Terrence Hank</p> <p>Age: 26, Hispanic Male</p> <p>Position: Tech support</p> <p>Info: Young professional with 3 years experience in system software development sphere. Terrence is a data junkie and for the past couple of years, has been very interested in tracking aspects of his health and performance</p>

## CUSTOMER JOURNEY MAP 2 (TO BE)

PERSONA	Employee: Austin Coy Complaint: Due to the internal database system used at work being updated for security reasons. He hasn't been able to log in into his profile. Therefore, he needs the IT support team to grant him access.		Admin Officer: Kim John		Tech support expert (Level 3): Terrence Hank		Client: Austin Coy
			 <p style="text-align: center;">Internal process to problem escalation and resolution</p>				
	RAISE CONCERN	CONTACT MODE	ENGAGEMENT	ASSIGNMENT & HANDS OFF	RESOLUTION	EXIT	GOAL
	<p><i>Austin: I believe this is to be resolved in no time.</i></p> <p>😊</p>	<p><i>Austin: I will communicate my issue using the new system in place</i></p> <p><i>Austin: Awesome, I just got an immediate response and expected day of resolution</i></p> <p>😊</p>	<p><i>Austin: The interface is well defined as it was easy to use</i></p> <p>😊</p> <p><i>Kim: I need to have this issue escalated quickly because if not, our customer service delivery will be disrupted. I'll assign this ticket immediately to the tech team with the knowledge to have it solved urgently.</i></p> <p>😊</p>	<p><i>Austin is kept in close contact with Kim using Freshdesk and could as well track the progress of the resolution through the app</i></p> <p>😊</p> <p><i>Kim: I have communicated the matter with the IT support technician, and he has</i></p> <p>😊</p> <p><i>Terrence:</i></p>	<p><i>Austin is kept in keep close contact with Terrence using Freshdesk for real time communication</i></p> <p>😊</p> <p><i>Terrence: I will get this resolved immediately</i></p> <p>😊</p>	<p><i>Austin: I can monitor the progress of my ticket through the</i></p> <p>😊</p> <p><i>Terrence: Yessss! I have resolved the issue!!</i></p> <p>😊</p>	<p><i>Austin: I now have access to my work profile.</i></p> <p>😊</p>
EMOTIONS & THOUGHTS							
ACTIONS	<ul style="list-style-type: none"> <li>Austin communicates about not having access into his company profile after security update on company's internal database system.</li> <li>Uses the in-house ticketing system Freshdesk to report issue</li> </ul>	<ul style="list-style-type: none"> <li>Logs on to his Freshdesk staff profile. Then proceeds to provide requested personal details</li> <li>Navigates the web-app by selecting the appropriate category that relates to his issue e.g. the type of the problem faced.</li> <li>Completes the application then, submits it to raise a unique ticket.</li> <li>After submitting complaint, Austin receives a confirmation email that the issue has been logged with a unique ticket number, and that he can track the progress of the ticket with the number and as well within the Freshdesk system</li> </ul>	<ul style="list-style-type: none"> <li>Kim the admin officer, receives, analyse, and reviews (tickets) issues of staff, to ascertain priority, urgency, and level of support required.</li> <li>Seeing that the ticket submitted by Austin (the product owner) if not resolved in time will have a significant impact on the delivery of service to customers. He prioritises the ticket's SLA to "Urgent" and escalates it to Level 3 tech support to be resolved within 2 – 3 hours.</li> </ul>	<ul style="list-style-type: none"> <li>According to the agreed SLA's Kim assigns the ticket to the Level 3 support team to handle.</li> <li>The Level 3 support team claims the issue, the assigns it to Terrence who is a team member for resolution.</li> </ul>	<ul style="list-style-type: none"> <li>Terrence employs his expertise to troubleshoot Austin's request speedily thereby granting him access to log into his account and carry out his pending work</li> <li>Once resolved, a computer-generated email is sent to Austin about the issue being resolved, and a need to confirm if everything is working fine. This email is also displayed in the Freshdesk system inbox.</li> <li>Austin as well with his unique ticket number can be able to track and monitor the progress of his ticket</li> </ul>	<ul style="list-style-type: none"> <li>With the issue now resolved by Terrence of the Level 3 tech support team. The ticket is closed, and an automatic generated email is sent to Austin stating that his issue has being resolved.</li> <li>After the resolution and closure of a Austin's issue, the IT support system automatically conducts customer satisfaction survey. And it is a voluntary exercise which seeks to gather data for improvement. This is to improve upon the existing service, and it is optional</li> </ul>	<ul style="list-style-type: none"> <li>With complaint resolved, Austin can now carry out his work through his profile.</li> </ul>

## "TO BE PROCESS FLOW MAP 2

Kenneth Maduka | May 7, 2022

