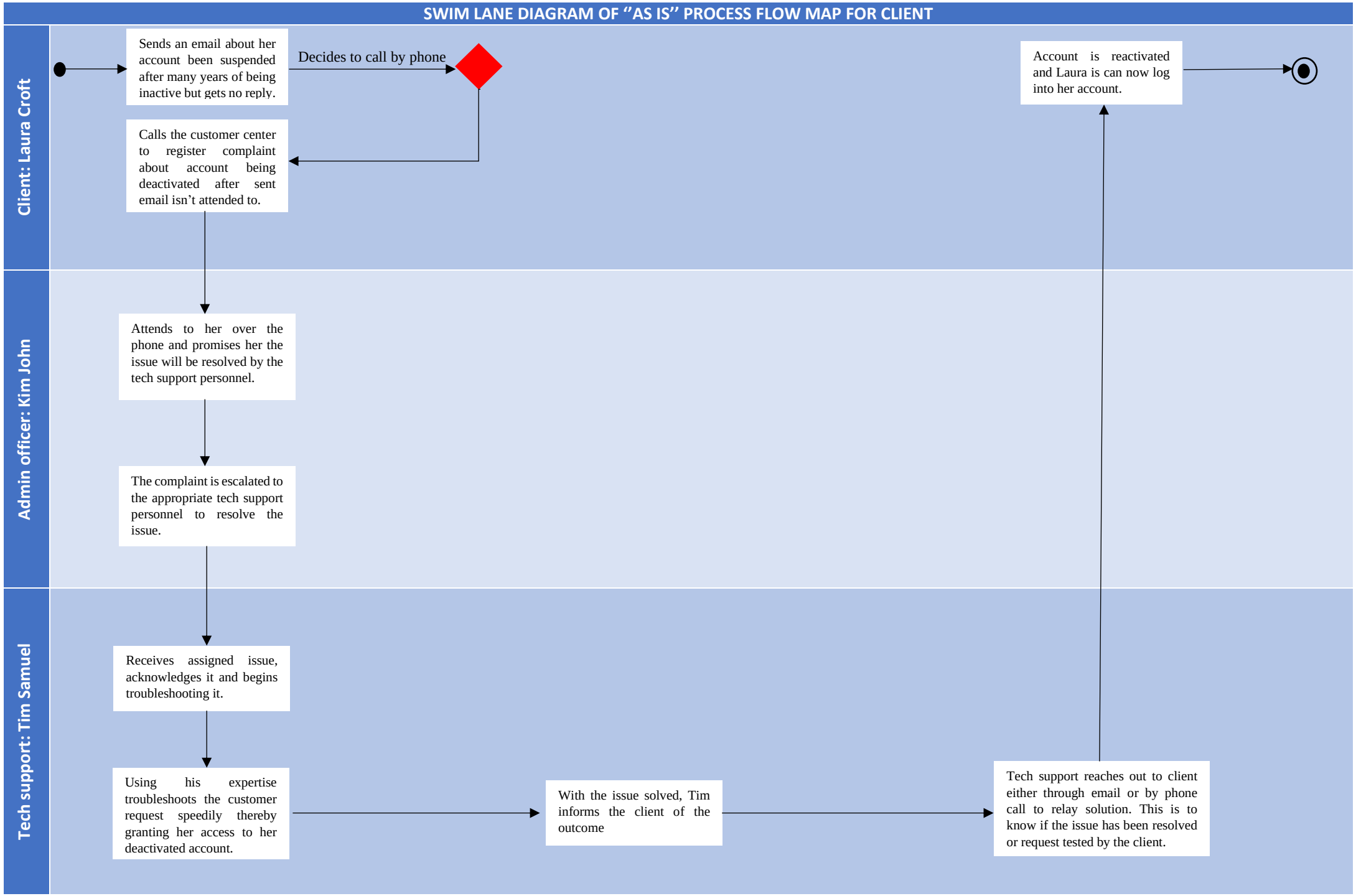
CUSTOMER JOURNEY MAP

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

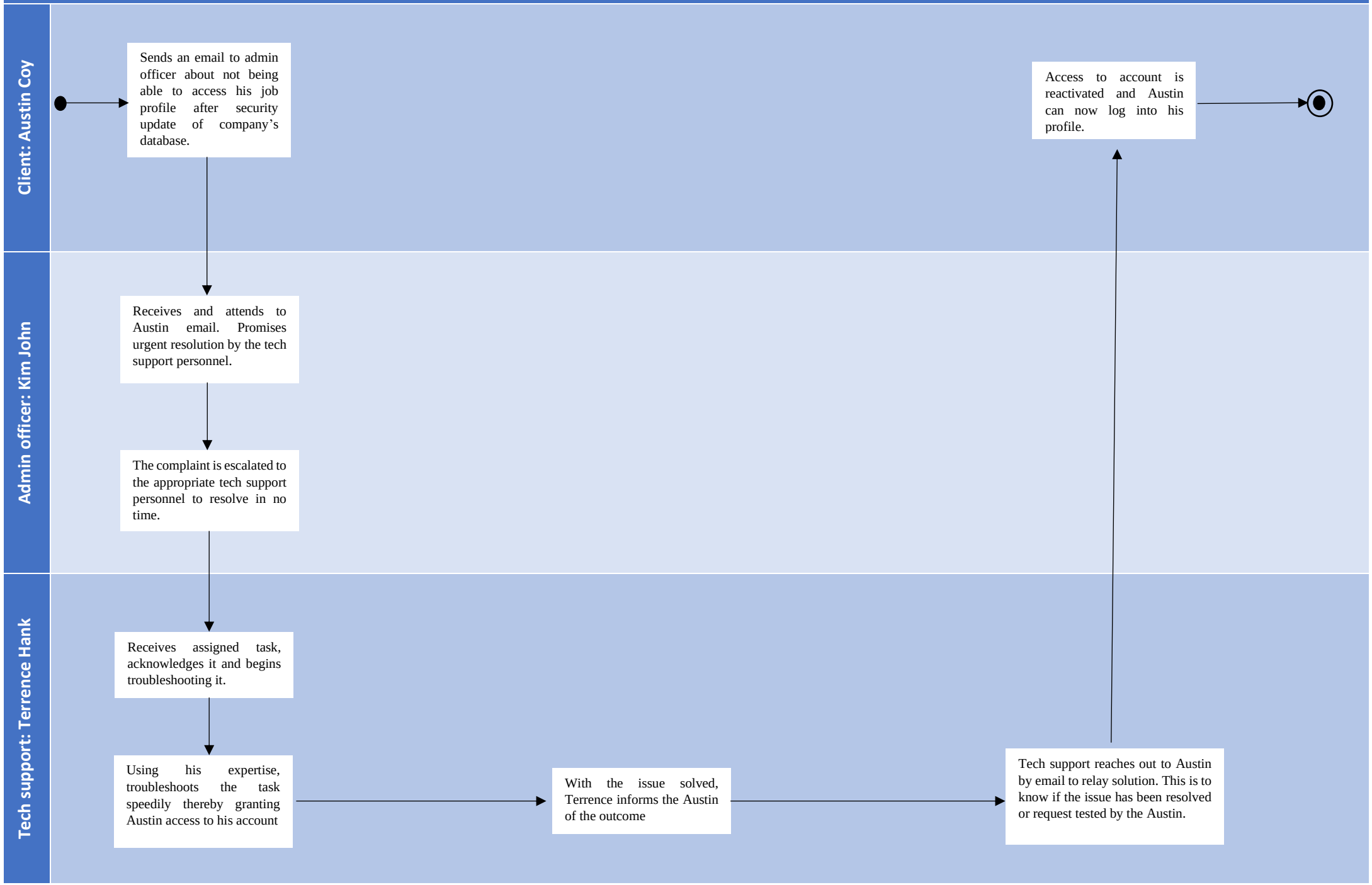
PERSONA	Client: Laura Croft Complaint: Her account has been inactive for over 2 years, so she is contacting support team to have her account reactivated.		Admin Officer: Kim John		Tech support: Tim Samuel	Client: Laura Croft
			Internal process to problem escalation and resolution			
STEPS	**AWARENESS**	**CONTACT MODE**	**ENGAGEMENT**	**ASSIGNMENT & HANDS OFF**	**RESOLUTION**	**EXIT**	**GOAL**
EMOTIONS & THOUGHTS	 *Laura: I am not so sure on how I can get a hold of this IT consulting firm. Maybe I should keep an eye on how I can get information on contacting them.* *Laura: I'm excited to find out*	*Laura: I don't know which mode of contact would give efficient response time.* *Laura: I've sent an email, but it has not gotten a response, let me give them a call.* *Laura: I'm disappointed that I had to spend over 45 minutes calling their phone line before it got picked* 	*Laura: So, I have to wait 3 weeks to get my complaint resolved. It is not fair* *Kim: We are having an overload of task to work on. We sure need to automate our system urgently.* 	*Laura: This is a terrible customer service. Might have to switch to a new service provider.* *Kim: I will have to log this task to pending complaints that needs resolution.* 	*Tim: I am swarmed with pending resolutions already. This is going to take some time before it gets treated.* 	*Laura: I am not happy even though the complaint is resolved. I would have done a lot of thins with my account during my waiting period.* *Tim: It took a handful of weeks to have this worked on.* *Tim: I know the customer wont be too pleased with our service delivery.* 	*Although my problem was resolved some weeks ahead, I'm displeased that it wasn't resolved in shorter duration.*
ACTIONS	• Word of mouth • Newspaper • Tv advert • Magazine and fliers • Internet	The only available means of communicating with the IT consulting form is either: • Phone or Email • Gives them a call after sent email hasn't gotten a response.	• Gets in contact with Admin officer Kim through phone call. • Explains to Kim the nature of her call which is about the deactivation of her account. • Kim attends to Laura's complaint over the phone and tells her the complaint has been noted and will be escalated to the in-house technician, and that it is going to take some weeks to be resolved as there are back logs of reported complaints that need resolution.	• According to the agreed SLA, Kim assigns Laura's issues to the appropriate technical support personnel for handling which is Tim	• Tim receives assigned issue and acknowledges it. • Tim using his expertise troubleshoots the customer request speedily thereby granting her access to her deactivated account.	• Tech support reaches out to client either through email or by phone call to relay solution. This is to know if the issue has been resolved or request tested by the client. • Once this is done, the case is closed	• The client aims and purpose is believed to have been addressed depending on the outcome of the solution provided by the Tech support team


SWIM LANE DIAGRAM OF ''AS IS'' PROCESS FLOW MAP FOR CLIENT
Client: Laura Croft
Admin officer: Kim John
Tech support: Tim Samuel
Sends an email about her account been suspended after many years of being inactive but gets no reply.
Decides to call by phone
Calls the customer center to register complaint about account being deactivated after sent email isn't attended to.
Account is reactivated and Laura is can now log into her account.
Attends to her over the phone and promises her the issue will be resolved by the tech support personnel.
The complaint is escalated to the appropriate tech support personnel to resolve the issue.
Receives assigned issue, acknowledges it and begins troubleshooting it.
Using his expertise troubleshoots the customer request speedily thereby granting her access to her deactivated account.
With the issue solved, Tim informs the client of the outcome
Tech support reaches out to client either through email or by phone call to relay solution. This is to know if the issue has been resolved or request tested by the client.

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

1	Employee that calls:	• Name: Mr Austin Coy • Age: 34, Caucasian Male • Occupation: Product owner • 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 • 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.
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: Terrence Hank • Age: 26, Hispanic Male • Position: Tech support • 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

CUSTOMER JOURNEY MAP 2

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: Terrence Hank		Client: Austin Coy
			Internal process to problem escalation and resolution				
STEPS	**RAISE CONCERN**	**CONTACT MODE**	**ENGAGEMENT**	**ASSIGNMENT & HANDS OFF**	**RESOLUTION**	**EXIT**	**GOAL**
EMOTIONS & THOUGHTS	*Austin: With this occurrence, I won't be able to carry out my pending work as I can't access my profile.* *Austin: I need this resolved in no time*	*Austin: I've sent an email, but it has not gotten an immediate response.* *Austin: Awesome, I just got a reply under 10 mins*	*Austin: That's a prompt response and the complaint was handled professionally by the admin staff* *Kim: I need to have this issue escalated quickly because if not, customers service will be disrupted.*	*Austin: let me give the admin staff time to do his work.* *Kim: I need this treated urgently*	*Austin: let me give the admin staff time to do his work.* Terrence: I will get this resolved immediately	*Austin: that's a prompt response and the complaint was handled professionally by the admin staff* Terrence: issue resolved!!	*Austin: I now have access to my work profile.*
ACTIONS	• Sends an email about not having access into his company profile after security update on company's internal database system.	• Phone • Email Sends email to Admin office about the issue.	• Admin staff receives/reads the email. • Sends a reply to Austin that appropriate measure will be taken to have the issue resolved • Dispatches it to the concerned tech support personnel assigned to the project	• According to the agreed SLA, Kim assigns Austin's issues to the appropriate technical support personnel for handling which is Terrence. • Terrence receives the task and acknowledges it.	• Terrence using his expertise troubleshoots the Austin's request speedily thereby granting him access to log into his account and carry out his pending work	• Tech support reaches out to client either through email or by phone call to relay solution. This is to know if the issue has been resolved or request tested by the client. • Once this is done, the case is closed	• With complaint resolved, Austin can now carry out his work through his profile.

SWIM LANE DIAGRAM OF ''AS IS'' PROCESS FLOW MAP FOR COMPANY EMPLOYEE