<div align="center">**CUSTOMER JOURNEY MAP**</div>

1. For External Clients: Personas were created to give an actual face to the actors in the question
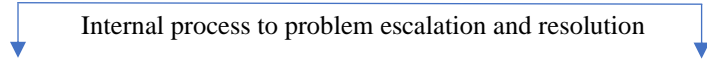
1	Client:	Name: Mrs Laura croft
		Age: 28, Caucasian Female
		Occupation: Financial advisor
		Info: Married woman with 2 kids who volunteers part time at the local library on weekends
		Complaint: Her account has been inactive for over 2 years, so she is contacting support team to have her account reactivated.
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.

Needed solutions:

The following were identified in the AS IS state as pointers that will necessitate business improvement in regards to handling customer complaint.

1. Need for more staff.
2. Need for more means of communication
3. Need for more awareness medium
4. Need for an automated IT ticketing system.
5. Need for adoption of IT service framework (ITIL)

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: Tim Samuel		Client: Laura Croft
			Internal process to problem escalation and resolution			
STEPS	**AWARENESS**	**CONTACT MODE**	**ENGAGEMENT**	**ASSIGNMENT & HANDS OFF**	**RESOLUTION**	**EXIT**	**GOAL**

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: wow, there are so many means of getting in contact with them*	*Laura: There are so many means of contact, I don't know which mode of contact would give efficient response time, but I'll try any ways. I hope all guarantee timely response* *Laura: I'll send an email* *Laura: Interesting! I sent an email, and I've received an immediate computer-generated reply that I will be responded to shortly.* *Kim: the admin officer responds to Laura shortly telling her that her complaint is been looked into by the IT support team* 😊	*Laura: I'm pleased with the level of customer service and interaction* 😊 *Kim: The new IT support ticket system automation process has made my job easier* 😊 *Kim: This new IT support ticketing system automation process has made my job easier as it offers self-help even over the phone and email as well.* 😊	*Laura is being kept in loop through constant communication while her issue is being resolved* 😊 *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.* 😊	*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* 😊	*Laura: I am satisfied with the level and degree of support provided by the IT support team.* 😊 *Tim: In using my skills and as well by consulting reposited work arounds and knowledge, I was able to solve the issue in no time.* *Tim: I know the customer will be pleased with our service delivery.* 😊	*Laura: I can now log-in into my account and access contents and services that I love.* 😊 *Kim & Tim: In delivering an exceptional customer service to Laura we have guaranteed customer satisfaction, and in general made her happy,* 😊
ACTIONS	• Word of mouth • Newspaper • Tv advert • Magazine and fliers • Internet • Through website chat bot • Social media handles eg. Twitter, TikTok, WhatsApp, Facebook, • Targeted adverts on mobile phone and computer when browsing • Targeted email adverts, and weekly newsletter.	There are so many mediums of communicating with IT support department • **Laura sends an Email** • Phone Internet • Through website chat bot • Social media handles eg. Twitter, TikTok, WhatsApp, Facebook, • Laura sends an email about her complaint, and automatically gets a reply from a support agent. • Laura opts to send an email communicating her complaint. • The IT support ticketing system using AI detects some phrases then flags it up for the admin officer to treat/respond to while sending an email to Laura telling her the complaint has been received and will be treated urgently.	• With automation, the IT support system notifies Kim about the complaint/ticket that needs IT resolution. • Kim analyses the complaint. • Then according to agreed SLA's and priority measures, Kim escalates the ticket to the in-house IT support team that can resolve the ticket based on availability and experience. • While at it, Kim and the IT support team still maintains communication with within the IT support system and as well other social media platforms that have been integrated into the new system.	• According to the agreed SLA, Kim uses the IT ticketing system to assigns Laura's issues to the appropriate technical support personnel for handling which is Tim. • Once assigned, the ticketing system creates a unique number that can be aids in tracking the ticket. • Tim receives a notification which indicates that a ticket that needs resolution needs his attention.	• Tim receives assigned issue and acknowledges it. • Tim using his expertise troubleshoots the customer request speedily thereby granting the customer access to her deactivated account. • With the IT support system having the capability of a repository system, common knowledge, and workaround about resolved problems are recorded and documented for future consultation and as well serve as a body of knowledge.	• 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 • At the completion, resolution and closure of a customer's ticket, the IT support system automatically conducts customer satisfaction survey. And it is a voluntary exercise which seeks to gather data for improvement.	• The client aim 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 "TO BE" PROCESS FLOW MAP FOR CLIENT

Client: Laura Croft

Sends an email about her account been suspended after many years of being inactive. She immediately receives a confirmation email from the IT ticketing system that her complaint is received and would be treated urgently.

Account is reactivated and Laura is can now log into her account.

Admin officer: Kim John

Kim acts immediately on the ticket created by the ticketing system, then reviews/analyse it against the agreed SLA's

From the result of the analysis, the complaint is escalated to the appropriate tech support personnel to resolve the issue.

Tech support: Tim Samuel

Receives and acknowledges the assigned complaint and begins troubleshooting it.

Using his expertise, Tim troubleshoots the customer request speedily thereby granting her access to her deactivated account.

Documents his resolution

Saves resolution in IT Ticket system repository

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
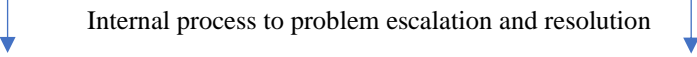
1	Employee that calls:	Name: Mr Austin Coy Age: 34, Caucasian Male Occupation: Product owner Info: An active father of two, still plays team sport and is always connected to friends and family through the internet and mobile phone. At work, he is very likeable and diligent in his duties Complaint: Due 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

Needed solutions:

The following were identified in the AS IS state as pointers that will necessitate business improvement in regards to handling customer complaint.

1. Need for more means of communication
2. Need for more awareness medium
3. Need for an automated IT ticketing system.
4. Need for adoption of IT service framework (ITIL)

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: Terrence Hank		Client: Austin Coy

<div align="center">Internal process to problem escalation and resolution</div>

STEPS	RAISE CONCERN	CONTACT MODE	ENGAGEMENT	ASSIGNMENT & HANDS OFF	RESOLUTION	EXIT	GOAL
EMOTIONS & THOUGHTS	*Austin: With the excellent collaborative means of communication we now have, it won't take time for me to return to my job duties in no time and as well access my profile.* *Austin: I believe this is to be resolved in no time.* ☺	*Austin: I will use slack to communicate to the admin officer Kim. n immediate response.* *Austin: Awesome, I just got an immediate response* ☺	*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, customer service delivery will be disrupted. I'll book a meeting using MS Teams between all parties involved to have a clear understanding of the issue.* ☺	*Austin is kept in keep close contact with Kim using Slack for real time communication to time to do his work.* ☺ *Kim: I have communicated the matter with Terrence the IT support technician, and he has* ☺ *Terrence: Impressed with the continuous clear communication steadily informs Kim and Austin about the task process* ☺	*Austin is kept in keep close contact with Kim using Slack for real time communication to time to do his work.* ☺ *Terrence: I will get this resolved immediately* ☺ *Terrence: Using documented work around, I will resolve this issue in no time*	*Austin is kept in keep close contact with Kim using Slack for real time communication to time to do his work.* ☺ *Terrence: Yessss! I have resolved the issue!!* ☺	*Austin: I now have access to my work profile,.* ☺
ACTIONS	• Austin communicates about not having access into his company profile after security update on company's internal database system. • Uses collaboration tools like Asana, Monday.com,Trello, slack, rocket, zoom, discord, and confluence that enable seamless communication of company queries, complaint and issues.	• Phone • Email • Slack • MS Teams • Zoom • Confluence **Slack** sends communication correspondence to both Austin and Kim's individual emails about the issue under.	• Kim receives/reads the brief on slack. • In using slack, Kim sends a reply to Austin that appropriate measure will be taken to have the issue resolved • Then goes ahead to set up a Teams meeting with the IT support technician. • After the scheduled Teams meeting, Kim raises a ticket in the IT Ticketing system and then assigns it to the appropriate tech support personnel skilled enough to troubleshoot the project.	• According to the agreed SLA, Kim raises a ticket through the IT ticketing system, and assigns Austin's issues to Terrence who is a Tech support personnel • Terrence through his email receives the task (ticket) and acknowledges it using Slack for communication. • To maintain his desk, Terrence uses Trello to keep track of job task as he finds solution to the ticket.	• 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 • With the IT support system having the capability of a repository system, common knowledge, and workaround about resolved problems are recorded and documented for future consultation and as well serve as a body of knowledge.	• Tech support (Terrence) reaches out to Austin informing him of the outcome of the resolution. This is to know if the issue has been resolved or request tested by the client. • Once this is done, the ticket is closed and marked complete	• With complaint resolved, Austin can now carry out his work through his profile. • Through a questionnaire, Austin reviews the level of customer service delivered to him. This is to improve upon the existing service, and it is optional

SWIM LANE DIAGRAM OF "TO BE" PROCESS FLOW MAP FOR COMPANY EMPLOYEE

Client: Austin Coy

Uses Slack to communicate with admin officer about not being able to access his job profile after security update of company's database.

Access to account is reactivated and Austin can now log into his profile. Optionally, he fills a question to

Admin officer: Kim John

Instantly receives and attends to Austin chat. Promises urgent resolution by the tech support personnel.

Sets up a Teams meeting with IT support technician

Raises a ticket about the complaint and it is escalated to the appropriate tech support personnel to resolve in no time according to agreed SLA's.

Tech support: Terrence Hank

Receives assigned task through email, acknowledges it using Slack and begins troubleshooting it.

Using his expertise, troubleshoots the task speedily thereby granting Austin access to his account.

Documents his resolution.

Saves resolution in IT Ticket system repository

With the issue solved, Terrence informs Austin of the outcome.

Tech support reaches out to Austin by email to relay solution. This is to know if the issue has been resolved or request tested by the Austin.