

Customer Journey Map - Contact Centre

Journey Steps	Customer engages with the contact centre	Identify the customer need	Contact Centre performs a needs analysis	Provide Resolution or Next Steps	Close the loop with the customer.	Customer given opportunity to provide feedback on their experience	Contact Centre Triages and Refers on
Description	<p>When a customer has a question, they initiate contact with our contact centre. Upon reaching out, they are warmly greeted and introduced to the representative assisting them.</p> <p>Our contact centre operates across various communication channels, including phone, email, website, and referrals, ensuring that customers can choose the medium that best suits their preferences and needs.</p>	<p>The contact centre actively listens to the customer, and our representatives gather information by asking questions to build a picture of the customer needs. The goal is to comprehensively understand the customer's needs and ensure that the potential resolution or next steps contain relevant information.</p>	<p>Once the need is identified, the contact centre utilizes its resources to flesh out potential solutions. During this time, the customer is set expectations that the representative will gather information and either place them on hold or have a conversation while they gather.</p> <p>Sometimes results in a follow up email or follow up call once solution is found</p>	<p>Educate the customer on the resources and tools available to meet their needs, as well as provide best practice so they can make an informed decision for their business.</p> <p>Offer to follow up via email with a review of the initial discussion including the next steps or additional information based off of the needs analysis.</p> <p>Outline accurate and reasonable timeframes for any follow up interactions.</p>	<p>The contact centre effectively confirms the customer's understanding and ensures awareness of the next steps. During this stage, customers are encouraged to seek assistance on any additional matters they may have. A comprehensive final review and recap of the discussion, including relevant timeframes, is conducted. The contact centre emphasizes the ongoing availability for support, reassuring customers that they can reach out at a later stage if needed.</p> <p>The ultimate objective is to empower customers so that, upon concluding the interaction, they feel confident and well-informed to make decisions.</p>	<p>The customer is sent a survey either via email or directed to the survey line upon receiving a resolution or information about the next steps.</p> <p>Customers have the chance to share their feedback, whether it be a compliment or a complaint, with the aim of enhancing the overall service provided by the contact centre and NHVR.</p>	<p>If the contact centre identifies the need to reach out to a specialist, they inform the customer of the next steps and place them on a brief hold to seek an available subject matter expert to provide further advice. During this time the contact centre aims to provide the full picture to the business unit to ensure that the customer doesn't have to repeat themselves. Once complete the customer is then introduced to the specialist and then handed over to them for further action.</p>
CX Principles							
Target Memory:	You do what you say you're going to do You genuinely understand my needs	You do what you say you're going to do You genuinely understand my needs	You do what you say you're going to do You genuinely understand my needs. You enable me to make informed decisions.	You make my industry better You do what you say you're going to do You genuinely understand my needs. You enable me to make informed decisions	You make my industry better You do what you say you're going to do You genuinely understand my needs. You enable me to make informed decisions	You do what you say you're going to do You genuinely understand my needs	You make my industry better You do what you say you're going to do You genuinely understand my needs. You enable me to make informed decisions
Target Emotion:	The contact centre was easy to reach. They answered quickly. They were genuinely caring. They answered with a friendly voice.	They were friendly and consultative in the interest of my needs. They cared enough to ask the questions about the situation. The contact centre was professional and took the time to make sure they knew what I wanted.	They were able to provide relevant advice. They worked with me rather than against me. They set very clear expectations. They took ownership of the enquiry and gave me confidence that they would find the answer.	The contact centre did their best to assist. They gave me an understanding of how and why. The contact centre was very polite and knowledgeable. They made sure I understood what to do next. The contact centre was pleasant and efficient. It was refreshing talking to a human being that cared. I appreciated the lack of tick and flick.	The contact centre staff were productive and didn't waste my time. They summarised what was going to happen next and opened up the discussion for more help. They reinforced that they're always available to help whenever it be now or later. They took ownership and provided clear expectations on what was going to happen.	They care about what I have to say. Whether it be criticism or complimentary.	They made sure I had the best service available. The contact centre staff stepped me through what the process looks like so there were no surprises. They made sure to provide the specialist with the full picture.
Target Experience	Reassured, Confident, Glad, Understood, Trusting	Heard, Understood, Respected, Reassured.	Confident, Happy, Relief, Validated	Empathised, acknowledged, confident, Trusting, Relieved, Reassured, Satisfied, Humanised, Respected, Helped.	Informed, Confident, Empowered, Relieved.	Valued, Regret, Respected, Validated,	Grateful, Thankful, Satisfied, Trusting
Reference	NHVR Customer Definition Our customers include any person or organisation who uses our services or with whom we work in order to ensure a productive and safe heavy vehicle industry.	CX Vision 	CX Principles 	<p>I now know where to find the information I need. I now know what I need to do.</p> <p>The staff were super helpful, friendly, and valued my time. The team were able to send me resources via email.</p> <p>The team added value by also giving me some additional help.</p> <p>They went above and beyond to meet my needs.</p> <p>They explained it in a clear and concise manner and made sure to confirm my understanding. They were able to comprehend my situation and provide an appropriate response.</p> <p>They knew I had limited access to technology and adapted accordingly</p>	<p>Dealing with NHVR was easy and I feel confident I can approach them with future problems.</p> <p>I see NHVR in a positive light now. The NHVR is a credible source of truth.</p> <p>The staff simplified some of the complex and confusing policies and guidelines making it easier for me to understand and make a decision.</p>	<p>The survey was pretty quick and easy.</p> <p>I was able to give them the feedback right then and there and not days or weeks later.</p> <p>They didn't pester me with follow up surveys.</p>	<p>The contact centre made the whole process seamless for me. I was able to talk to someone without having to re-tell my story.</p> <p>They didn't waste my time and I was able to get some answers or someone resources to help me make a decision.</p>

CX Vision



CX Principles

