

Customer Journey Map - Advanced Customer Support

Journey Steps	ACS receives an enquiry	Assessing the enquiry	Request for further information	ACS triages	ACS contacts the customer	ACS finalises enquiry	Add enquiry to ACS register for Reporting		Facilitation of Training
Description	The customer reaches out to the ACS for assistance which can come in the form of a call or email. ACS will step in to assist when all avenues of help have been exhausted or the customer is requiring a high level of assistance.	ACS assesses the enquiry to gain a holistic understanding of the enquiry. They look at what has happened in the past and if the customer has specifically requested anyone. ACS may reassign the enquiry depending on scope but the customer is notified	If ACS determine more information is needed, the customer is contacted. If the information gathered changes the nature of the enquiry, it is reassessed before being actioned, the ACS team tailors its method of communication depending on the customer	The team gathers specialist advice from relevant departments if needed. ACS can potentially reassign depending on scope. If reassigned, The customer is educated on the correct channel to reduce further instances of double handling.	ACS contacts the customer to offer assistance. A tailor based solution is formulated during this step and further action is taken to facilitate any accessibility needs. ACS aims to provide a First Contact Closure and will provided end to end ownership of the case till finalised.	The enquiry is closed off when the team ensures that the customer knows their next steps and has had a resolution of their problem. Urgent enquiries that require further assistance outside of scope are communicated to other departments to ensure speed of action.	The ACS team adds the enquiry to a register which gathers trends and insights, as well as a reference guide for interaction and what was discussed.		ACS facilitates training for Road Managers and Operators on the use of the NHVR portal and Journey Map tool. ACS utilises proactive calls to ensure that users are competent in the portal ,welcoming them to the platform. Further requests for engagements are triaged to relevant department for follow up and contact
CX Principles	<ul style="list-style-type: none"> You make my industry better. 	<ul style="list-style-type: none"> You genuinely understand my needs 	<ul style="list-style-type: none"> You genuinely understand my needs. You do what you say you're going to do. 	<ul style="list-style-type: none"> You genuinely understand my needs. You make my industry better. You enable me to make informed decisions. 	<ul style="list-style-type: none"> You enable me to make informed decisions You do what you say you're doing to do. You genuinely understand my needs. You make my industry better. 	<ul style="list-style-type: none"> You enable me to make informed decisions You do what you say you're doing to do. You genuinely understand my needs. You make my industry better. 	<ul style="list-style-type: none"> You make my industry better You do what you say you're going to do 	<ul style="list-style-type: none"> You enable me to make informed decisions You do what you say you're doing to do. You genuinely understand my needs. You make my industry better. 	
Target Memory:	I needed further assistance with a customer. I needed help urgently. I have no idea what im doing.	Someones doing something finally! They're taking the time to really understand my problem. They're taking ownership.	They took the time to call/email me! They're doing their best to understand the situation. They're proactive and on the front foot. What do you mean i need to explain? I spoke to someone who got all my details?!	ACS proactively gathered all the information for us to assist the customer. We didnt need to get more information. ACS got the holistic picture !	They called me so they must have solved my issue. I was so relieved to hear back from them. We had such an urgent issue and they were straight on top of it. They treated me like a human and not just a number	They were very conclusive and they took the time to assist with any other questions I had in the moment. They educated me on next steps and what to expect.	I get trends and insights to better the organisation. I can be proactive with information to hand out to the public	I went away feeling like i was competent and understood the process. I felt as though i got great value from it. I know understand the legislation better	
Target Emotion	Confused Angry Frustrated Stressed Beligerent	Relieved Worried Anxious	Annoyed Encouraged Confident Mad Worried	Grateful Happy Content Hassled	Celebratory Relieved Grateful Informed Confident Appreciated	Celebratory Relieved Grateful Informed Confident Appreciated	Surprised Informed Educated	Informed Educated Empowered Grateful	
Target Experience	I was relived knowing i could contact the ACS team. I was taken seriously. I wasn't palmed off. You make it so easy! Talking to a human instead of a robot.	They're timely and professional. They made me feel relaxed and were very approachable.	Im really glad we cleared up my enquiry. I thought it was issue X but it ended up being issue Y !	They made our job easier by giving us the full picture. They follow up to ensure that we're accountable and on top of things	They make things easier to understand by putting it into lamens terms. They made me go from overwhelmed to at ease with their assistance. They saved me so much time.	They were informative, educational, and gave me the tools to self service. I loved their proactivity and timeliness. I know i can reach out to them in the future if needed. They're so helpful! It puts me at ease knowing theres someone to step me through it if i need it	It holds everyone to account and gives us a historical timeline of the customer interaction. Its helpful in reducing the need for me to re explain myself. they recalled my enquiry very easily	There are options for me to learn! the team helped dispel any questions and busted some myths	

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.

