

# Customer Journey Map

Customer Journey Maps connect companies with their audiences by narrating the customer experience. It can give an overview of the entire process, show how customers act, or identify key moments of interaction between the user and the organization.

<b>Customer</b>	Endorsement: Wants to change vehicle coverages (new)		
<b>Interaction</b>	Engages Agency Chatbot after hours		
<b>Data Gathering</b>	Chatbot requests needed information from customer	Replacing an existing vehicle? Vehicle Information (Year/Make/Model, etc.)	Confirm coverage needed Confirm endorsement effective date
<b>Result</b>	Chatbot uses database to present recommended coverage options	Does customer want quote?	
<b>Challenges</b>	Chatbot may not understand specifics (model/make, etc.)	Chatbot may not be able to fully complete quote request	
<b>Alternative Resolution</b>	Confirm with customer the chatbot has taken needed information, agency rep will contact at open of business.		