

UPS Customer Service Channel Failure—Journeymap 01/04/2015

Dates	Dec 18, 2014	Dec 23, 2014	Dec 23, 2014	Dec 23, 2014	Dec 26, 2014	Dec 27, 2014	Dec 29, 2014	Dec 29, 2014	Dec 31, 2014	Jan 2, 2015
Touchpoints	Customer took Christmas package to The UPS Store in Charlotte, NC and shipped to Texas.	Customer noticed the tracking states that the package had been “refused”. After verifying with the recipient that no delivery had been attempted, the customer engaged in a live chat on the UPS website. As a result of the chat, UPS agreed to call the recipient within one hour and arrange to re-deliver that night.	After UPS failed to call the recipient, she called the UPS customer service call center where they again agreed to redeliver that night.	Six hours later, UPS tracking is updated to say the package will be returned to sender.	The recipient emails UPS through their website contact form and never receives a response.	The customer calls the UPS customer service call center. The rep unequivocally tells the customer that the package will be delivered to the recipient on Monday, December 29th.	Tracking is updated to show package has left Texas and is headed back to Charlotte. The customer calls the customer service call center. This time the rep tells her that no one in ANY of the previous touchpoints had any authority to tell her that the package would be redelivered. The package was always going to be returned and there’s <i>nothing they could do about it.</i>	The customer documents story on her blog and posts link to @UPShelp. They respond quickly and offer to help.	Tracking shows the package is in Charlotte but delivery is seven days out. Is it possible that they’re going to return it back to Texas after all?	Tracking shows package “delivered” to The UPS Store in Charlotte. The store calls the customer to pick up the package. The UPS Store refuses to give the customer a refund stating the that package was refused so they’re not responsible.
Customer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recipient	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UPS Tracking	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Call Center	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
eMail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Live Chat	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The UPS Store	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
@UPShelp Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer Emotion	Satisfaction	Hopeful	Less hopeful; disappointment in lack of follow through	Betrayed	Frustrated	Confused by the difference between tracking and call center.	Shocked and betrayed	Can’t believe in any UPS customer service anymore	Surprised but still doubtful	UPS has lost the customer forever.
What should have happened		The UPS delivery person should have verified the address. Both customer and recipient phone numbers were available.	Call center shouldn’t have made commitments it couldn’t keep.		The email should have been responded to within stated timeframes.	The customer service center should have accurate data to set customer’s expectations.	The UPS customer service channels should have the same data. There’s no excuse for the different answers given by each customer service channel.			The UPS Store should have had access to the whole customer service history. There is no excuse for repeating a disproven statement of “refusal” as a reason for denying a refund. Too many other channels have already accepted the customer’s statement of events as fact.