

**Designing and Delivering Customer Experiences that
Delight, Excite and Inspire**

Customer Journey Mapping Clinic

Delivered on behalf of Capricorn Enterprise Ltd

Workshop Facilitator – Ray Schleibs, Managing Director – iimage Creative Innovation

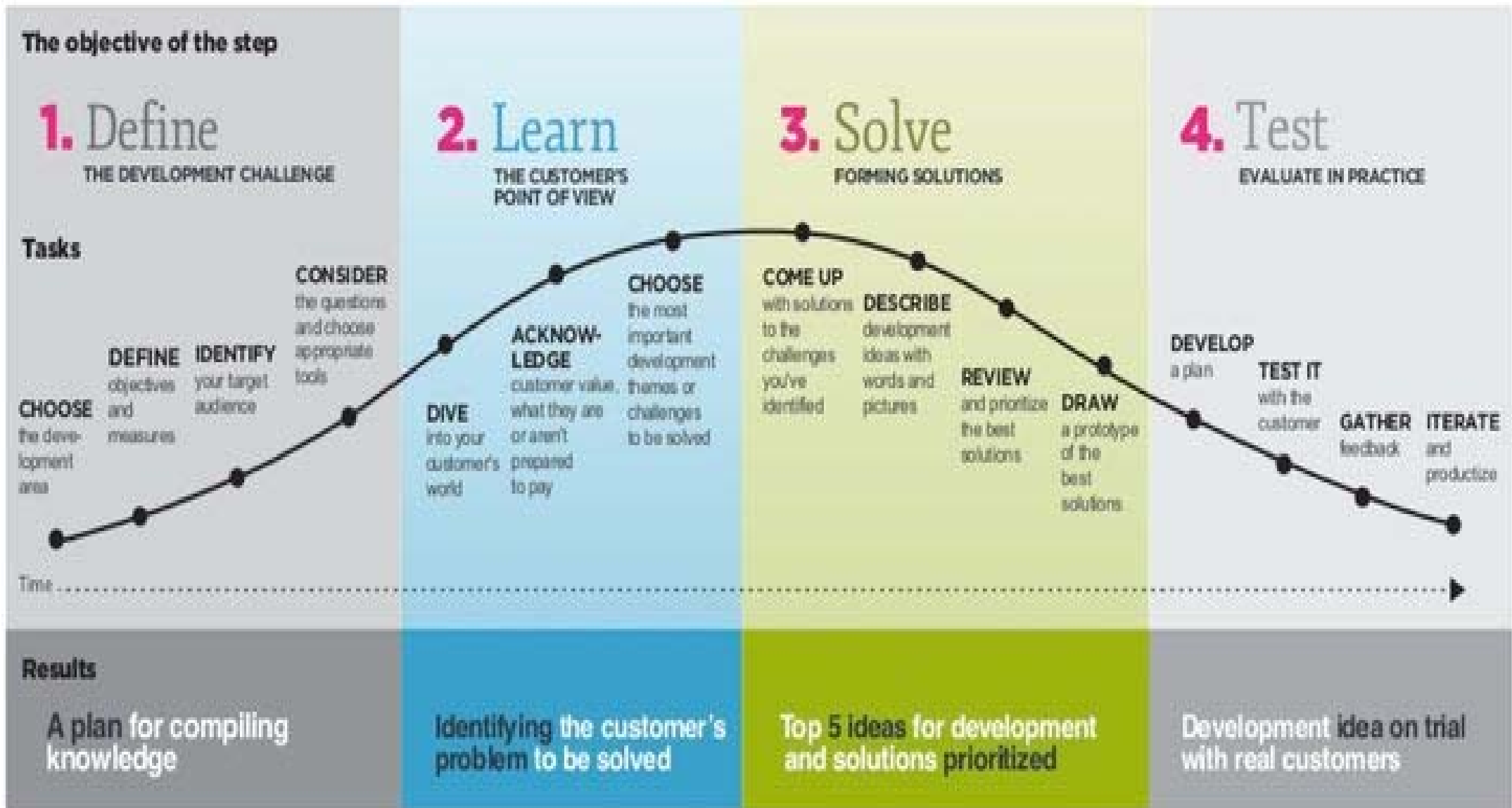
Customer Journey Clinic - Friday 11th March 2016

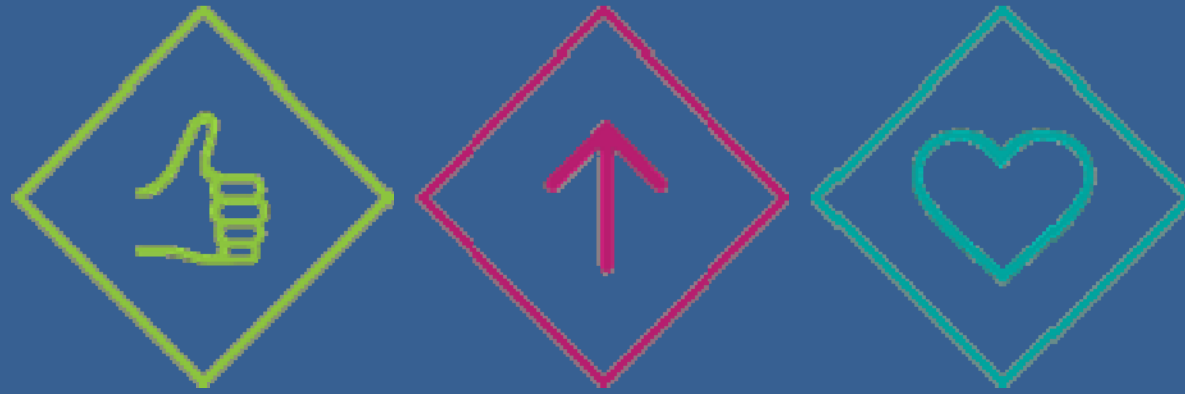
©2016 iimage Pty Ltd – All Rights Reserved



Experience and Service Design
Designing Customer Experiences

©2016 iimage Pty Ltd – All Rights Reserved

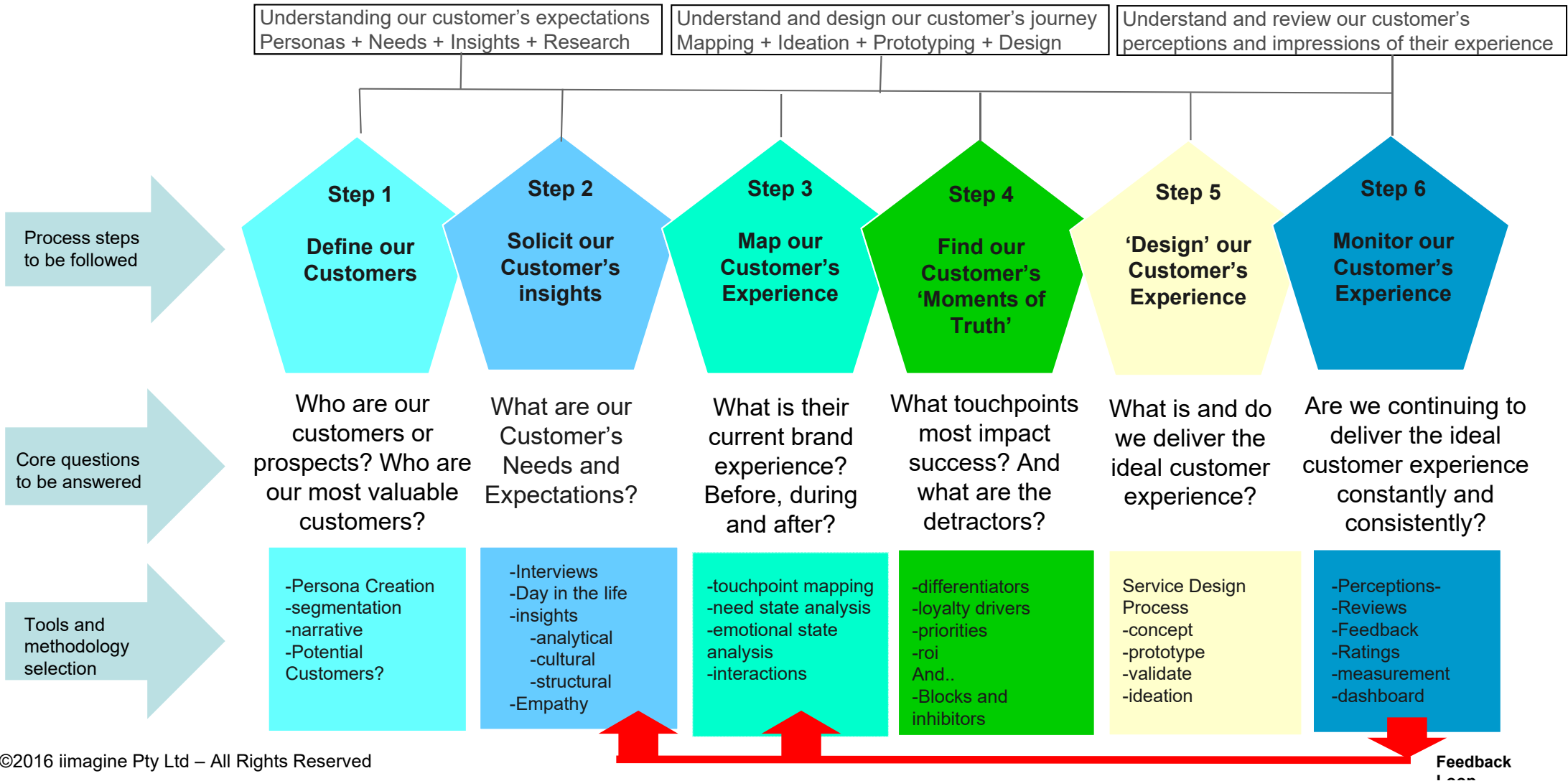




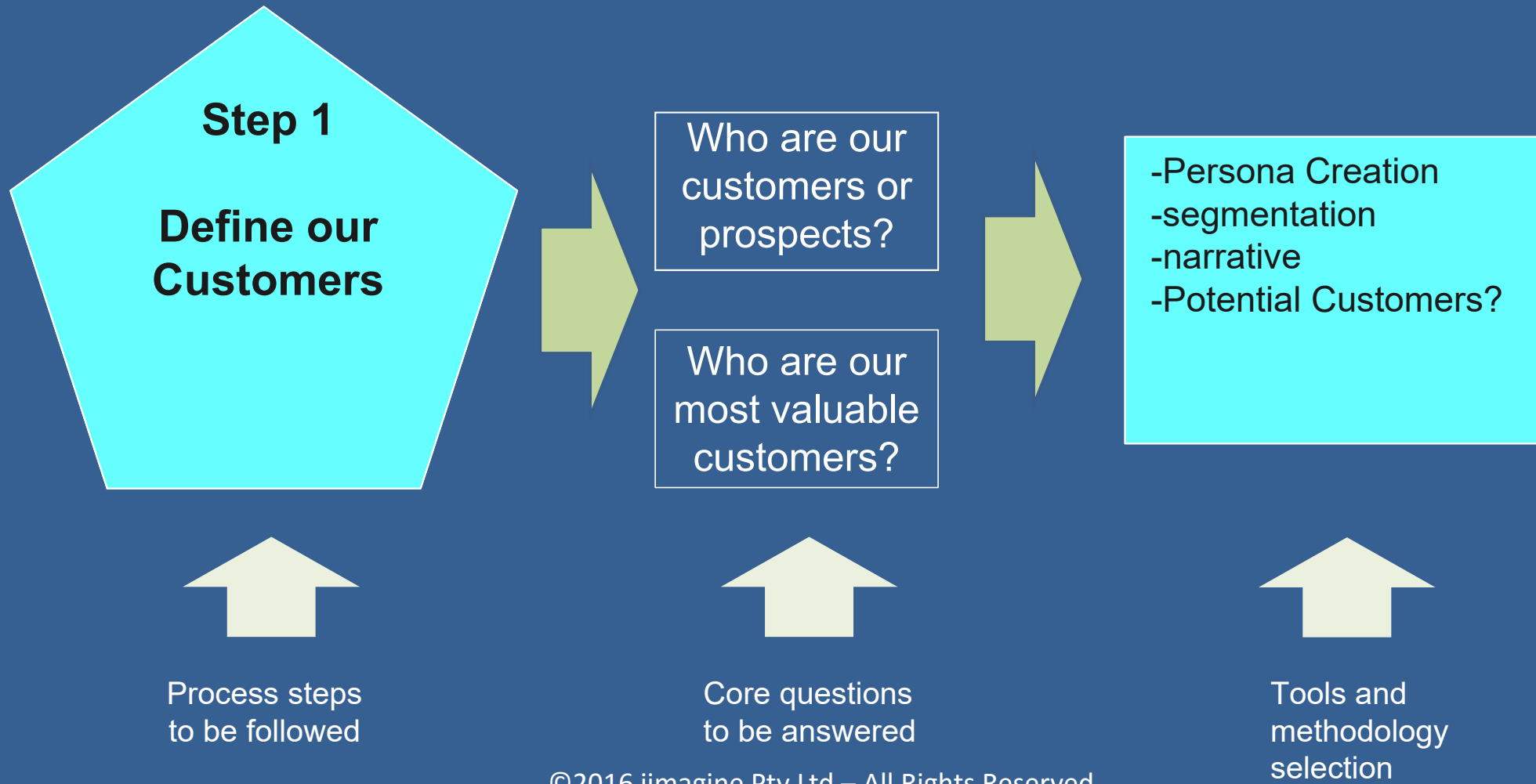
Our Design Process

©2016 iimage Pty Ltd – All Rights Reserved

Creating and Managing our Customer's Experience Journey



Step1 - Define our Customers



<Persona name>



“Insert quote that characterises this persona in one sentence.”

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Name <name>
Type <type>
Role <role>

Motivations

- Excepteur sint occaecat cupidatat non.
- Sunt in culpa qui officia deserunt mollit anim id est laborum.
- Excepteur sint occaecat cupidatat non.

Goals

- Excepteur sint occaecat cupidatat non.
- Sunt in culpa qui officia deserunt mollit anim id est laborum.
- Excepteur sint occaecat cupidatat non.

Pain points

- Excepteur sint occaecat cupidatat non.
- Sunt in culpa qui officia deserunt mollit anim id est laborum.
- Excepteur sint occaecat cupidatat non.

Behaviours

Variable description



Variable description



Variable description



Variable description



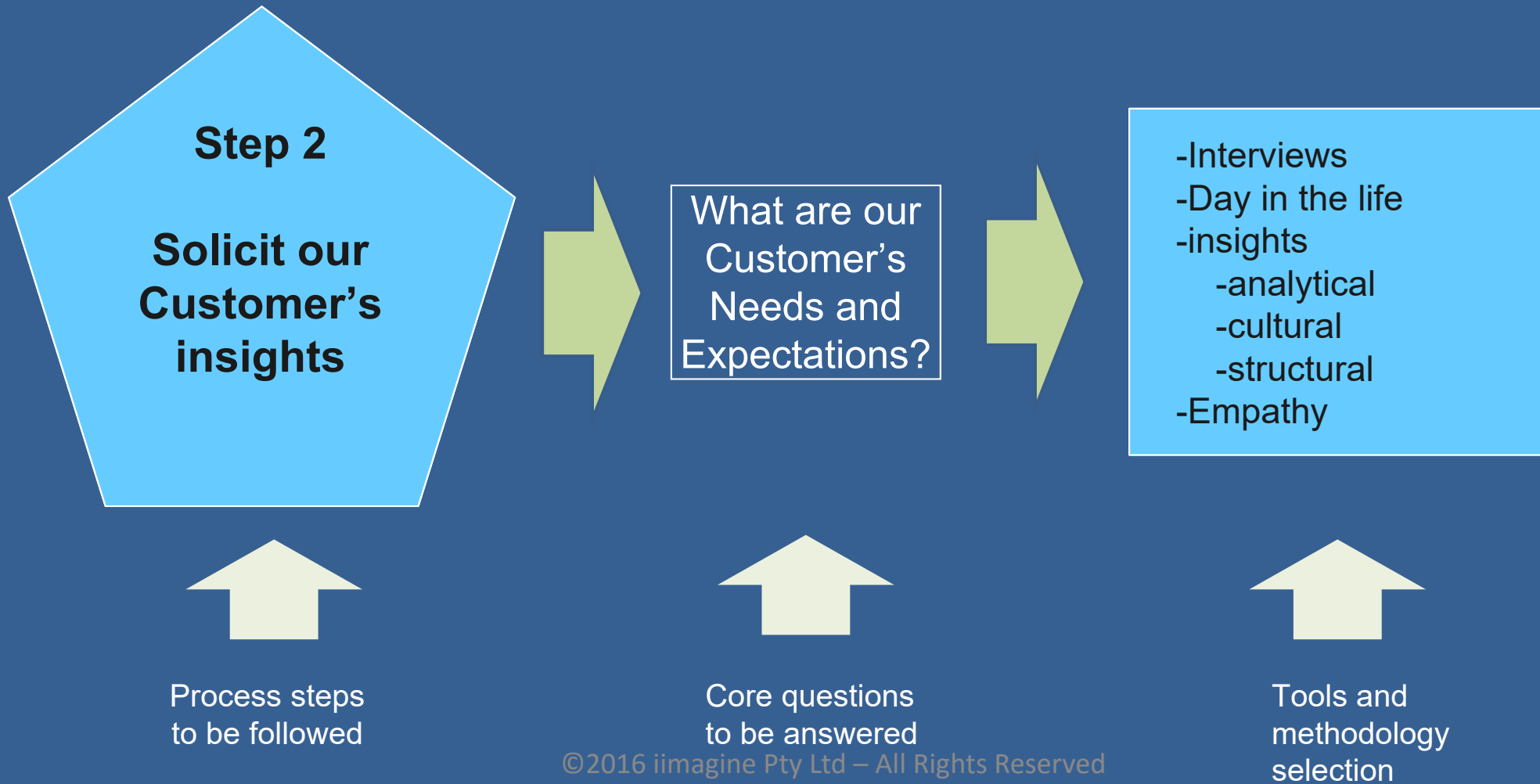
Variable description

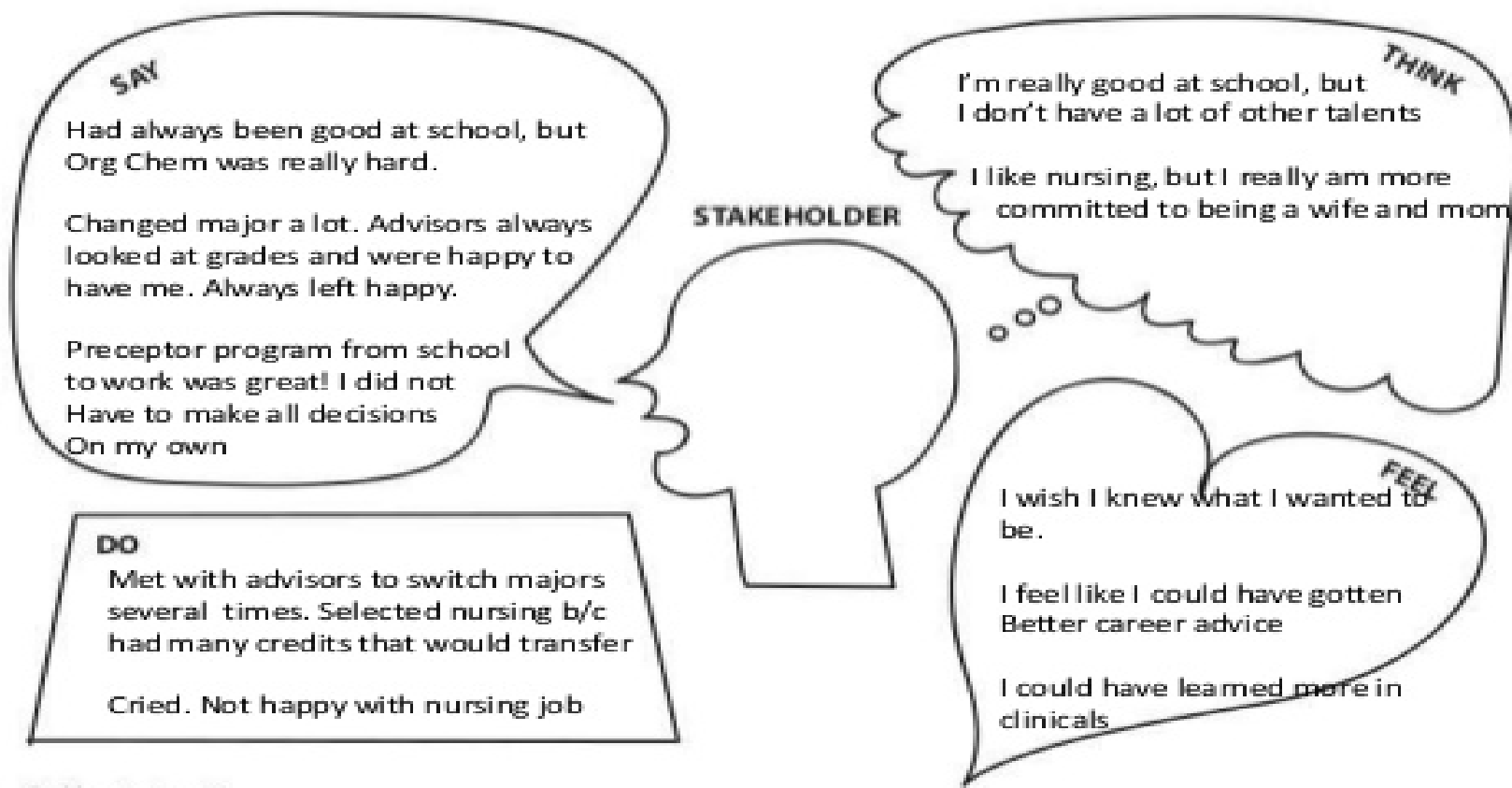


Variable description



Step 2 - Solicit our Customer's Insights





Problem statement

Stakeholder
 Nurse who changed majors a lot & feels career-trapped now
(describe person using empathetic language)

NEEDS A WHAT?

Need
 Explore options within and out of nursing
(needs are VERBS)

BECAUSE

Insight
 She wants to love her work and still prioritize home

! Insights

Really did not KNOW what it was like to be a nurse. I was good at school, but school is not like the real world.

Feels a bit trapped now because the career choice was not informed as much by careful thought and wisdom as by what seemed right at 22.

Preceptor (mentor) during transition from school to work was invaluable. Felt like she was not alone. Had someone to help her learn ropes and make crit decisions

Sees work as 2nd but critical

SAY

THINK



DO

FEEL

observed <.....> inferred

Say

“Every day is different”
Talked about affect
“They [students] connected into everything”
“It was awesome” (watching kids analyze data)

Think

Thinks about ways to improve ed
Reflects on her practice
Thinks kids should have active voice
Used to think day should be consistent
Now expects things to be different
Thinks on her feet

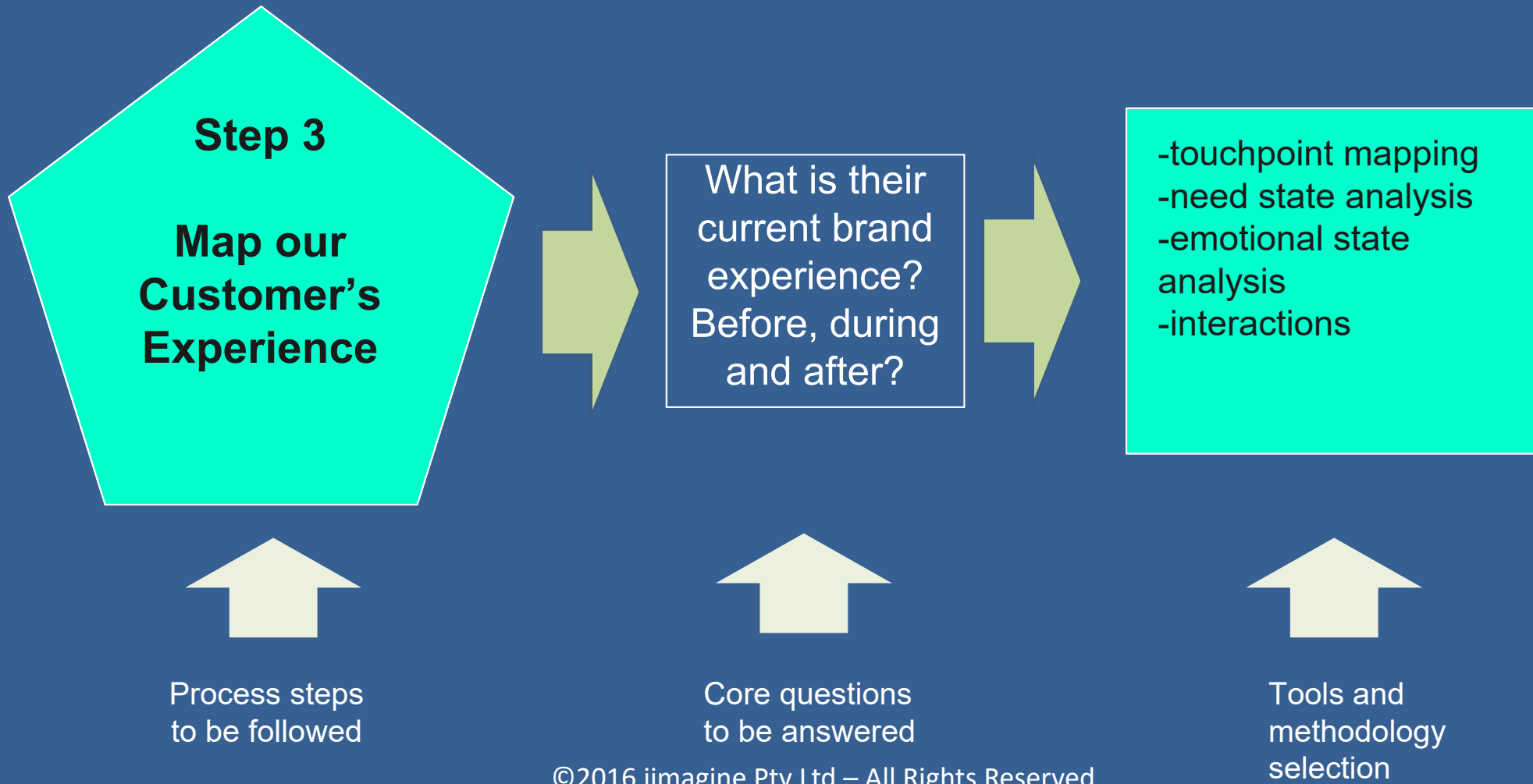
Do

Connecting and being inclusive
Setting aside her agenda
Created a student survey
Gestures/animated
Clutched mic at the beginning
Gets distracted from what she hoped to do
Smiling!
Change in demeanor when talking about job

Feel

Nervous at beginning
Happy
Loves her job
Passionate
Cares about students
Students’ success more important than her own

Step 3 – Map our Customer's Experience



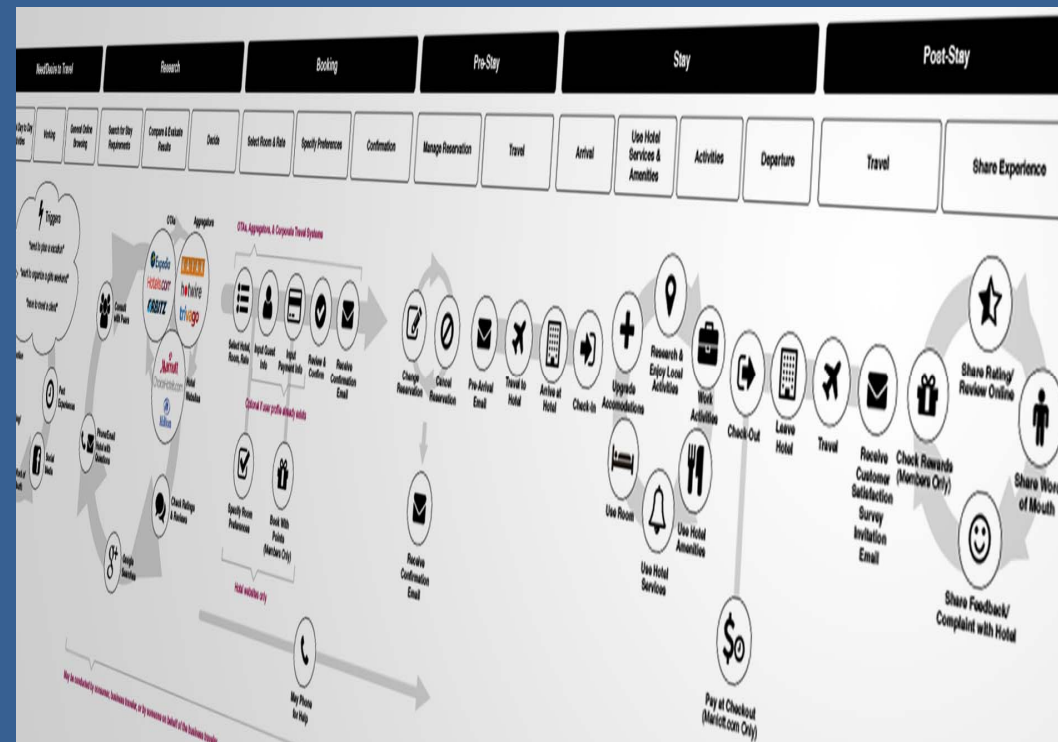
What is a Customer or Experience Journey Map?

Customer journey maps go by different names, such as customer experience maps, journey maps, and touch point maps.

Journey maps serve as a visual means to identify the steps your customer goes through as they experience your product or service and the impact of each.

Customer journey maps chart your customer's experience and help you target improvements with the greatest return.

By identifying those steps in your customer experience with the greatest impact, your journey map becomes a centerpiece of your customer experience planning process.



The Customer Journey of Tom



Male
28 years old
Australian

Segmentation Profile

Adventure Seeker
University Graduate
Single living inner city

Likes/Dislikes

Scuba Diving
Sailing

©2016 iimage Pty Ltd – All Rights Reserved

Stages of Customer Journey

Awareness/Search

Planning/Organising

Pre-Service Period

Service Period

Post-service



Customer Needs and Activities

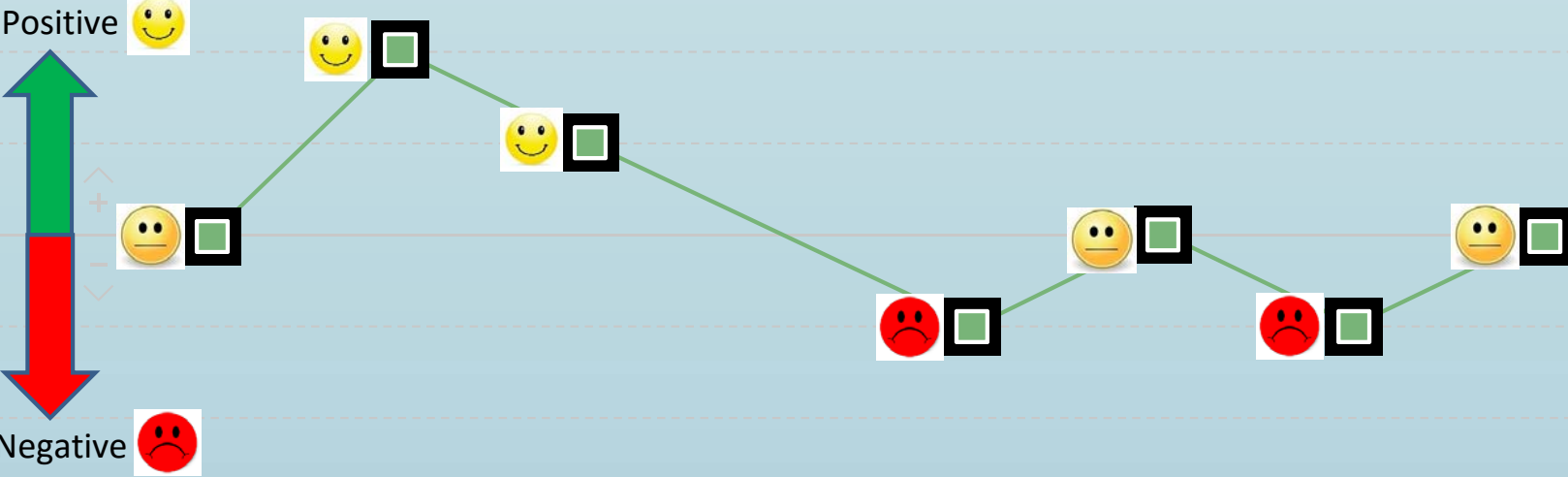
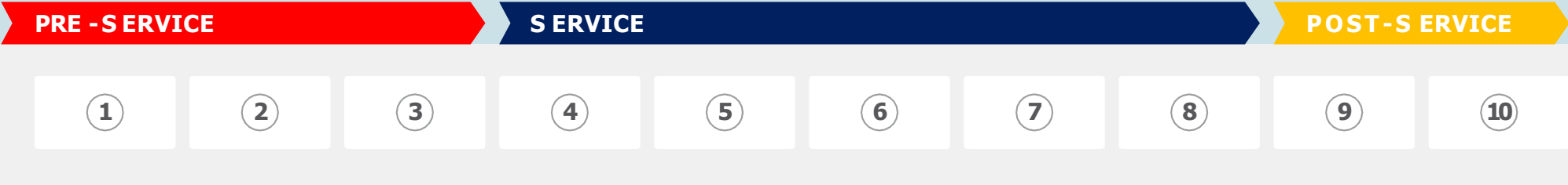
Customer Expectations - Of the entire holiday including perceptions of their actual interactions and experiences

Emotional State of the Persona



Potential Opportunities for Improvements

Emotional Journey Map



Source #1 Ref



Tom

Example of Customer Journey Map for Online Travel Agency

Persona	Goal
Donna Redding, Suburban mom	Go on a family vacation

Stages of journey



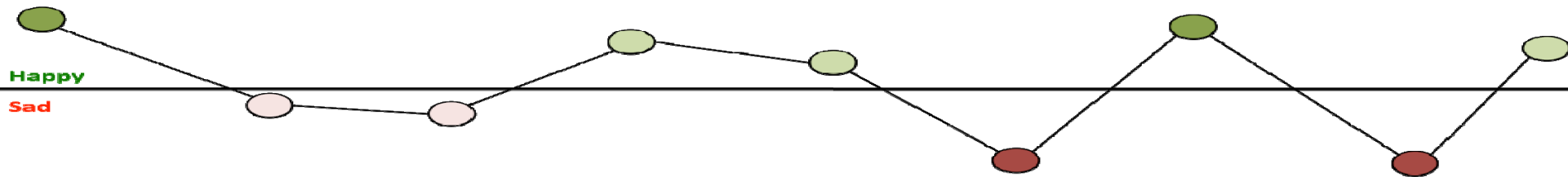
Customer needs and activities

- | | | | | | | | | |
|---|---|---|--|---|--|---|--|---|
| <ul style="list-style-type: none"> • Find out about school vacations • Find out about family events | <ul style="list-style-type: none"> • Discuss with family • Discuss with friends • Read magazines • Review online travel sites • Get sense of costs | <ul style="list-style-type: none"> • Discuss with family • Search online for details on top options | <ul style="list-style-type: none"> • Book cheapest flight and hotel that meets needs of the entire family | <ul style="list-style-type: none"> • Book a few reservations for dinner nearby • Find and book a couple of interesting tours and excursions | <ul style="list-style-type: none"> • Figure out what to pack and pack family • Print tickets and travel information • Plan for transportation to and from airport | <ul style="list-style-type: none"> • Arrange for activities at hotel • Keep track of all of things that have been scheduled • Post fun stuff on Facebook | <ul style="list-style-type: none"> • Pack up family • Plan for food and meals during the trip • Plan for transportation to and from airport | <ul style="list-style-type: none"> • Create digital photo album • Send pictures to friends and family • Tell people about the good and bad parts |
|---|---|---|--|---|--|---|--|---|

Expectations for online travel agency (Customer perception of experience: **Good** | **Neutral** | **Bad**)

- | | | | | | | | | |
|--|---|--|--|--|---|--|---|--|
| <ul style="list-style-type: none"> • None | <ul style="list-style-type: none"> • Compare prices of different travel destinations and packages | <ul style="list-style-type: none"> • Compare prices of different itineraries | <ul style="list-style-type: none"> • Book cheapest flight that meets needs • Book cheapest hotel that meets needs | <ul style="list-style-type: none"> • None | <ul style="list-style-type: none"> • Notify when flights are late • Rebook flights when there is a missed connection | <ul style="list-style-type: none"> • None | <ul style="list-style-type: none"> • Notify when flights are late • Rebook flights when there is a missed connection | <ul style="list-style-type: none"> • None |
|--|---|--|--|--|---|--|---|--|

Emotional state of persona



Potential opportunities for improvement

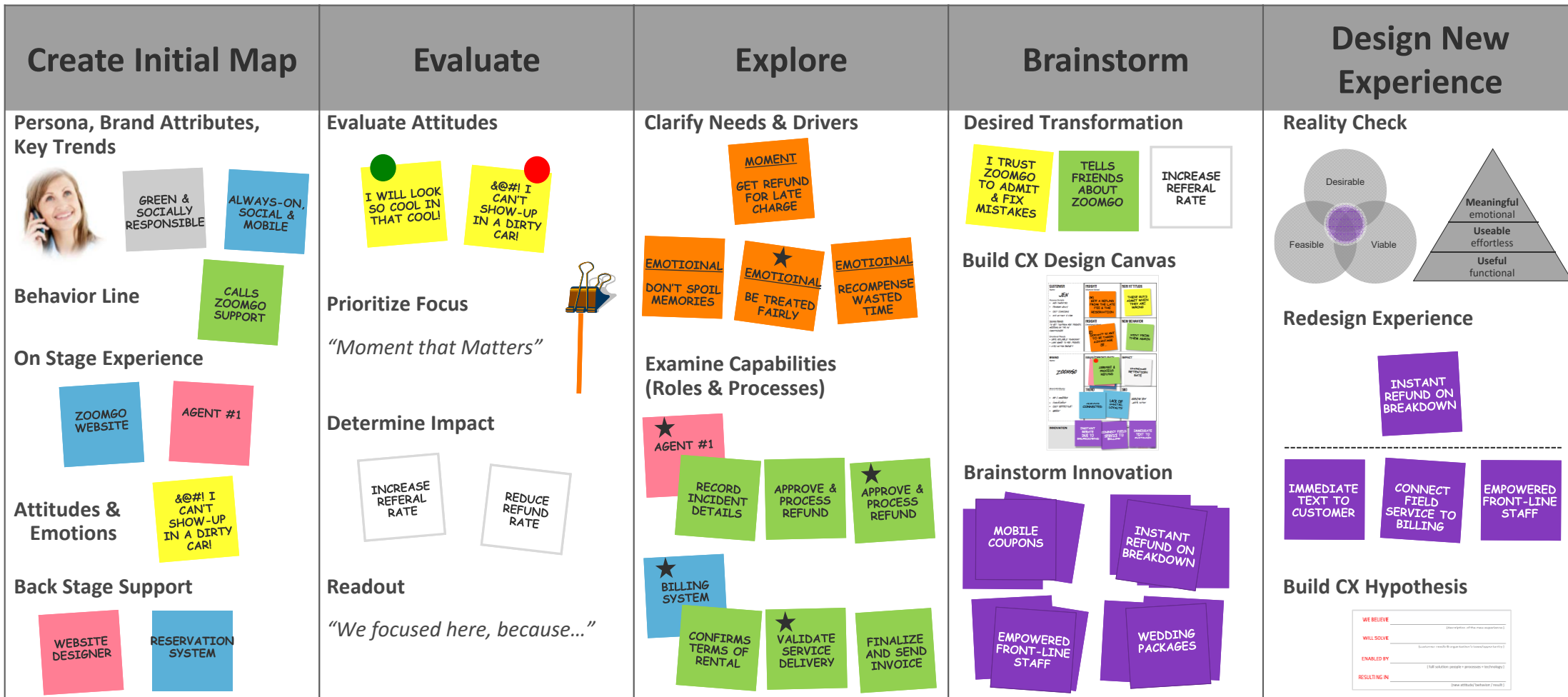
- | | | | | | | | |
|---|--|--|---|--|--|--|--|
| <ul style="list-style-type: none"> • Offer sample itineraries for family vacations | <ul style="list-style-type: none"> • Allow searches across multiple destinations, e.g., lowest cost options anywhere in Caribbean | <ul style="list-style-type: none"> • Provide reviews of hotels from previous families on vacation at hotels | <ul style="list-style-type: none"> • Explore closing "white space" with vacation scheduling that includes restaurants & excursions | <ul style="list-style-type: none"> • Develop proactive rebooking based on family traveler profile | <ul style="list-style-type: none"> • Explore closing "white space" by sending targeted offers based on family itinerary | <ul style="list-style-type: none"> • Develop proactive rebooking based on family traveler profile | <ul style="list-style-type: none"> • Provide capability to easily share photos, comments and details of itinerary |
|---|--|--|---|--|--|--|--|

©2016 iimage Pty Ltd – All Rights Reserved

Copyright © 2013 Temkin Group. All rights reserved.

CX Journey Mapping Process

©2016 iimage Pty Ltd – All Rights Reserved



Create Initial Map

The Customer Journey of Tom

©2016 iimage Pty Ltd – All Rights Reserved

Persona Profile



Tom

28

Male

Australian

Adventure Seeker and
Scuba Diver



The Customer Journey of Tom



Adventure Seeker and Scuba Diver

Post-service period

Awareness/Search

Planning/Organising

Pre-Service Period

Service Period



The Customer Journey of Tom



Male
28 years old
Australian

Segmentation Profile

Adventure Seeker
University Graduate
Single living inner city

Likes/Dislikes

Scuba Diving
Sailing

©2016 iimage Pty Ltd – All Rights Reserved

Stages of Customer Journey

Awareness/Search

Planning/Organising

Pre-Service Period

Service Period

Post-service



Customer Needs and Activities

Customer Expectations - Of the entire holiday including perceptions of their actual interactions and experiences

Emotional State of the Persona



Potential Opportunities for Improvements

Example of Customer Journey Map for Online Travel Agency

Persona	Goal
Donna Redding, Suburban mom	Go on a family vacation

Stages of journey



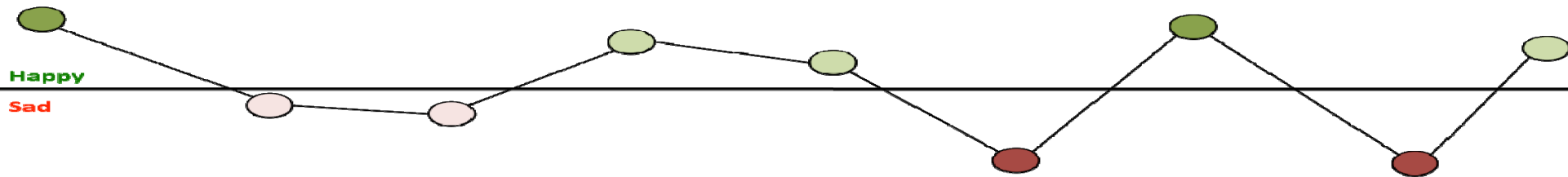
Customer needs and activities

- | | | | | | | | | |
|---|---|---|--|---|--|---|--|---|
| <ul style="list-style-type: none"> Find out about school vacations Find out about family events | <ul style="list-style-type: none"> Discuss with family Discuss with friends Read magazines Review online travel sites Get sense of costs | <ul style="list-style-type: none"> Discuss with family Search online for details on top options | <ul style="list-style-type: none"> Book cheapest flight and hotel that meets needs of the entire family | <ul style="list-style-type: none"> Book a few reservations for dinner nearby Find and book a couple of interesting tours and excursions | <ul style="list-style-type: none"> Figure out what to pack and pack family Print tickets and travel information Plan for transportation to and from airport | <ul style="list-style-type: none"> Arrange for activities at hotel Keep track of all of things that have been scheduled Post fun stuff on Facebook | <ul style="list-style-type: none"> Pack up family Plan for food and meals during the trip Plan for transportation to and from airport | <ul style="list-style-type: none"> Create digital photo album Send pictures to friends and family Tell people about the good and bad parts |
|---|---|---|--|---|--|---|--|---|

Expectations for online travel agency (Customer perception of experience: **Good** | Neutral | **Bad**)

- | | | | | | | | | |
|--|--|---|---|--|--|--|--|--|
| <ul style="list-style-type: none"> None | <ul style="list-style-type: none"> Compare prices of different travel destinations and packages | <ul style="list-style-type: none"> Compare prices of different itineraries | <ul style="list-style-type: none"> Book cheapest flight that meets needs Book cheapest hotel that meets needs | <ul style="list-style-type: none"> None | <ul style="list-style-type: none"> Notify when flights are late Rebook flights when there is a missed connection | <ul style="list-style-type: none"> None | <ul style="list-style-type: none"> Notify when flights are late Rebook flights when there is a missed connection | <ul style="list-style-type: none"> None |
|--|--|---|---|--|--|--|--|--|

Emotional state of persona



Potential opportunities for improvement

- | | | | | | | | |
|---|--|--|---|--|--|--|--|
| <ul style="list-style-type: none"> Offer sample itineraries for family vacations | <ul style="list-style-type: none"> Allow searches across multiple destinations, e.g., lowest cost options anywhere in Caribbean | <ul style="list-style-type: none"> Provide reviews of hotels from previous families on vacation at hotels | <ul style="list-style-type: none"> Explore closing "white space" with vacation scheduling that includes restaurants & excursions | <ul style="list-style-type: none"> Develop proactive rebooking based on family traveler profile | <ul style="list-style-type: none"> Explore closing "white space" by sending targeted offers based on family itinerary | <ul style="list-style-type: none"> Develop proactive rebooking based on family traveler profile | <ul style="list-style-type: none"> Provide capability to easily share photos, comments and details of itinerary |
|---|--|--|---|--|--|--|--|

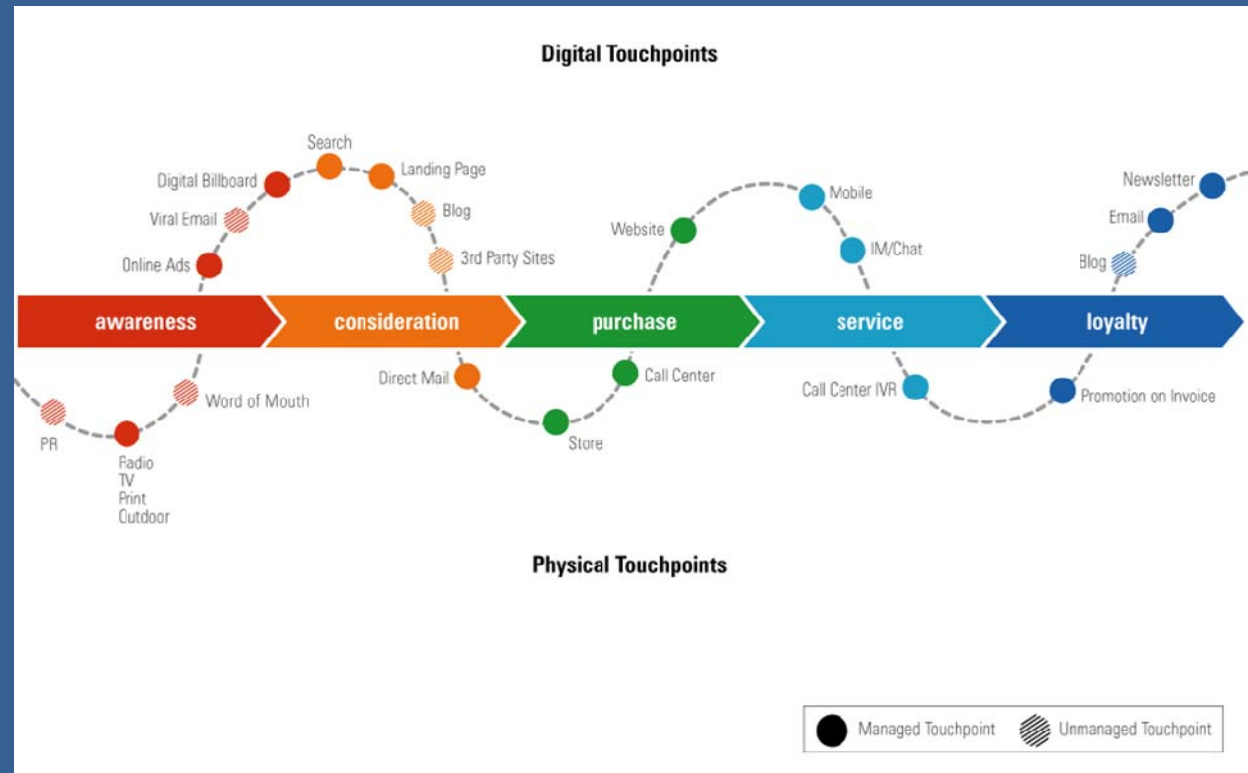
©2016 iimage Pty Ltd – All Rights Reserved

Copyright © 2013 Temkin Group. All rights reserved.







Identify all the touch points that make up your customers' experience

Touch Point Maps show each customer interaction within a larger experience. A primary goal is to understand which touch points are used, and how each assists or interferes with your customers' goals in the process.

Many experiences include touch points outside of your direct control, such as friends and family, social media and third-party websites. Each has an impact on the journey and needs to be understood.



Rail Europe Touchpoints by Channel

Stage	Research & Planning	Shopping	Booking	Pre-Travel (Documents)	Travel	Post-Travel
Channels						
Website	Maps Test itineraries Timetables Destination Pages FAQ General product & site exploration	Schedule look-up Price look-up Multi-city look-up Pass comparison	Web booking funnel - Pass - Trips - Multiple Trips	Select document option (from available options) - station e-ticket - home print e-ticket - mail ticket	Contact page for email or phone	
Call Center	Order brochure Planning (Products) Schedules General questions	Site navigation help	Automated booking payment Cust. Rep booking Site navigation help	Call re: ticket options Request ticket mailed Reslove problems (info, pay-ment, etc.)	Call with questions regarding tickets General calls re: schedules, strikes, documents	
Mobile	Trip ideas	Schedules	Mobile trip booking		Access itinerary Look up schedules Buy additional tickets	
Communication Channels (social media, email, chat)	Chat for web nav help	FB Comparator Email questions Chat for website nav help	Chat for booking support	Email confirmations Email for general help Hold ticket	Ask questions or resolve problems re: schedules and tickets	Complaints or compliments Survey
Customer Relations						Request for refund, escalation from call center.
Non-REI Channels	Trip Advisor Travel blogs Social Media General Google searching	Airline comparison Kayak Direct rail sites	Expedia		Travel Blogs Direct rail sites Google searches	Trip Advisor Review sites Facebook



Confirm itinerary

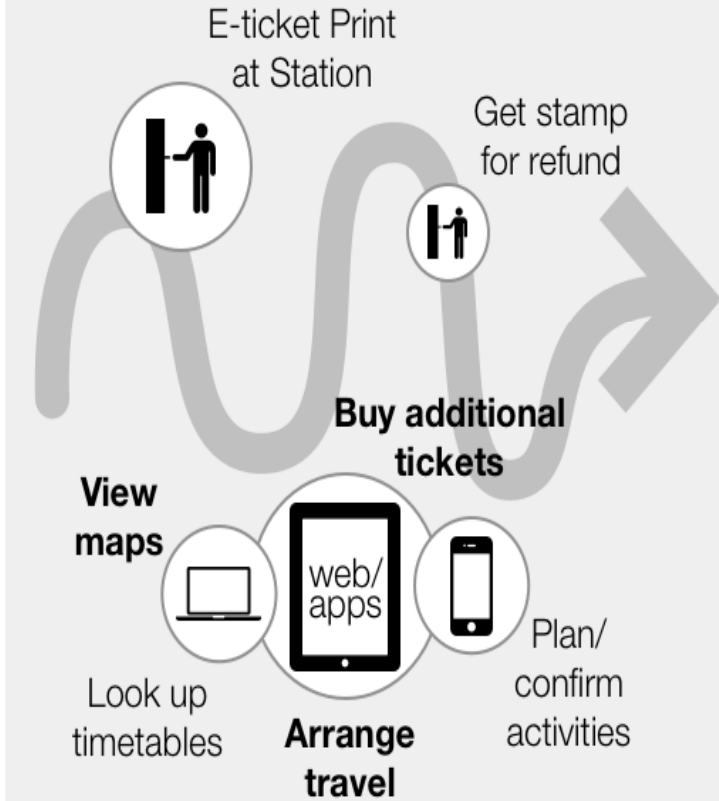
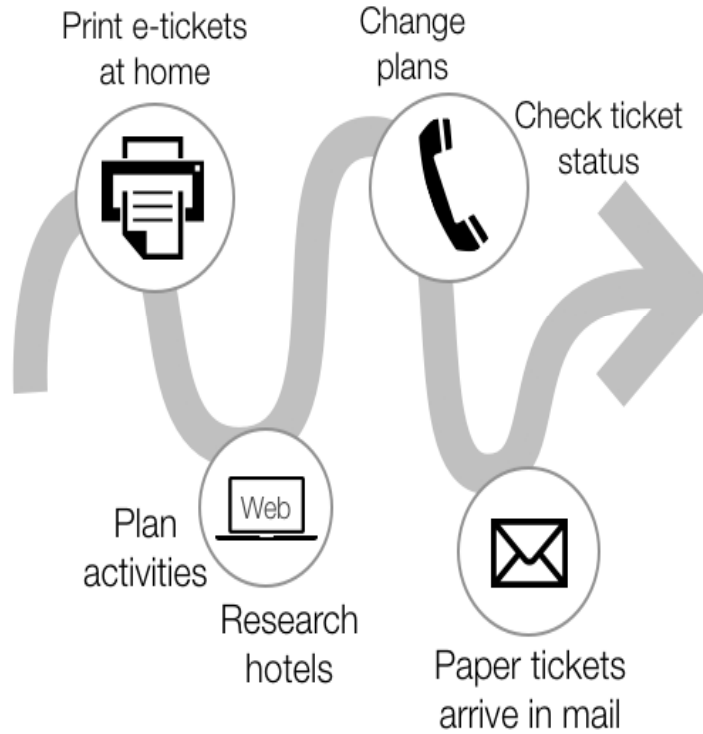
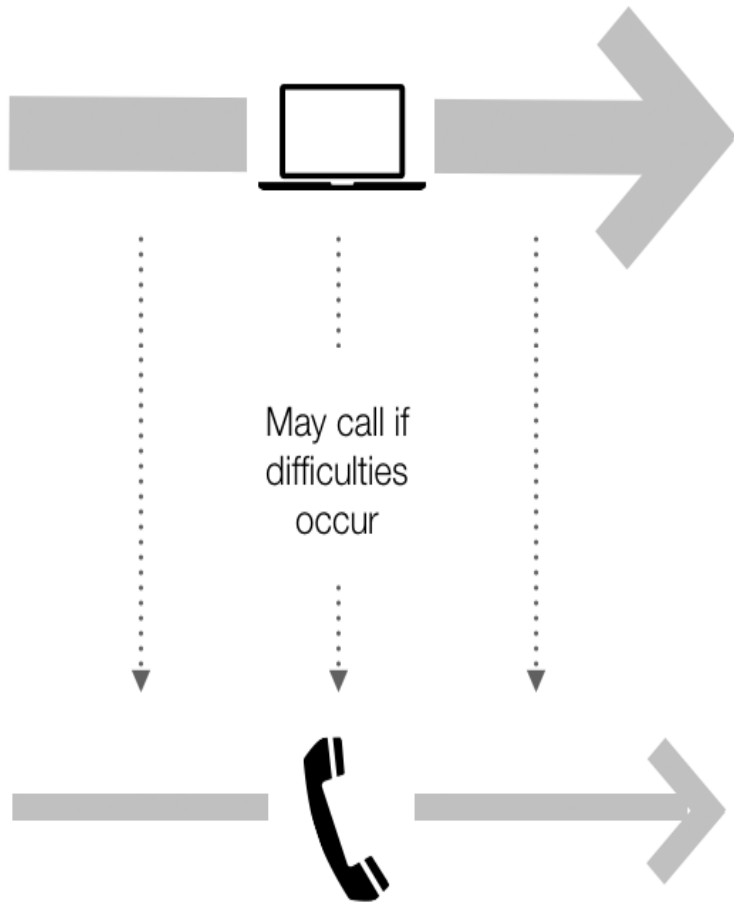
Delivery options

Payment options

Review & confirm

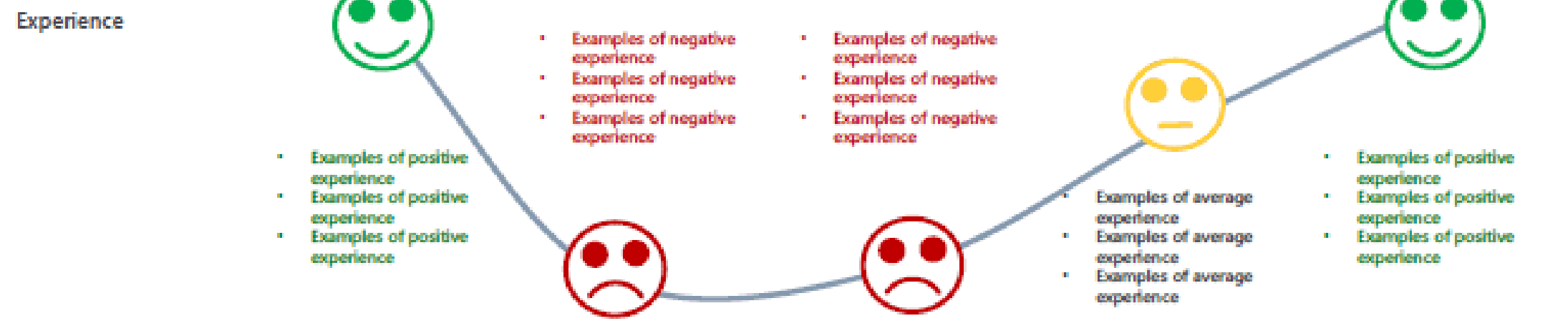
Wait for paper tickets to arrive

Activities, unexpected changes



	Navigate website	Visit FAQ section	Submit a request	Follow up from customer service	Resolution
Customer process	<ul style="list-style-type: none"> • Arrive at website • Navigate for help section 	<ul style="list-style-type: none"> • Look for relevant question • Look for topic answers • Search for contact numbers 	<ul style="list-style-type: none"> • Find query form • Enter personal details • Find account number • Submit query 	<ul style="list-style-type: none"> • Wait for call back or email from customer services • Can it be dealt with, or does it need to be referred? 	<ul style="list-style-type: none"> • Problem is solved by customer services

Internal Process	<ul style="list-style-type: none"> • Internal process example • Internal process example 	<ul style="list-style-type: none"> • Internal process example • Internal process example 	<ul style="list-style-type: none"> • Internal process example • Internal process example 	<ul style="list-style-type: none"> • Internal process example • Internal process example 	<ul style="list-style-type: none"> • Internal process example • Internal process example
------------------	--	--	--	--	--



Improvements and key learnings	<ol style="list-style-type: none"> 1. Improvement, or learnings to maintain high performance 2. 3. 4. 5. 6. 	<ol style="list-style-type: none"> 1. Improvement, or learnings to improve poor performance? 2. 3. 4. 5. 6. 	<ol style="list-style-type: none"> 1. Reduce the form down to Improvement, or learnings to improve poor performance? 2. 3. 4. 5. 6. 	<ol style="list-style-type: none"> 1. Reduce the form down to Improvement, or learnings to improve average performance? 2. 3. 4. 5. 6. 	<ol style="list-style-type: none"> 1. Improvement, or learnings to maintain high performance 2. 3. 4. 5. 6.
--------------------------------	---	---	---	--	---

	Discovery	Research	Purchase	Delivery	After sales
--	-----------	----------	----------	----------	-------------

Tasks					
-------	--	--	--	--	--

Questions					
-----------	--	--	--	--	--

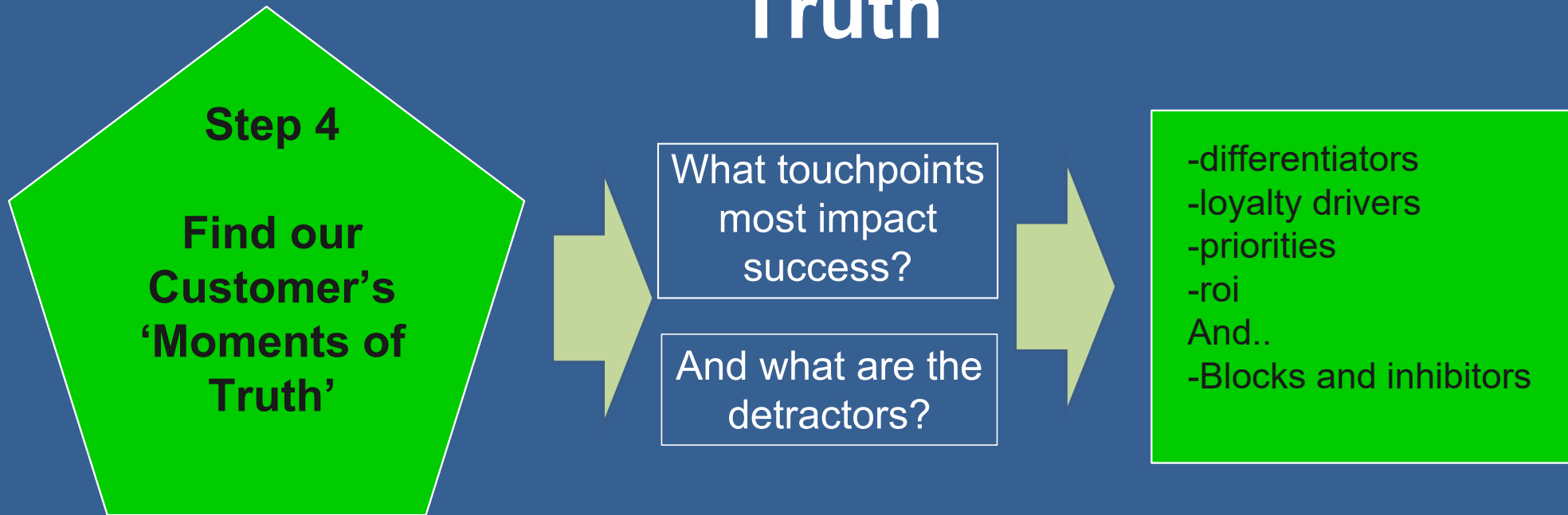
Touchpoints					
-------------	--	--	--	--	--

Emotions					
----------	--	--	--	--	--

Weaknesses					
------------	--	--	--	--	--

©2016 iimage Pty Ltd – All Rights Reserved

Step 4 – Find our Customer’s Moments of Truth



Process steps to be followed



Core questions to be answered



Tools and methodology selection

Touchpoints and Moments of Truth

Touchpoint



- Is a point in the journey where there is an interaction with the customer.
 - Face to face contact
 - Telephone contact
 - Electronic communications
 - Physical interactions (ie buildings)

Moments of Truth

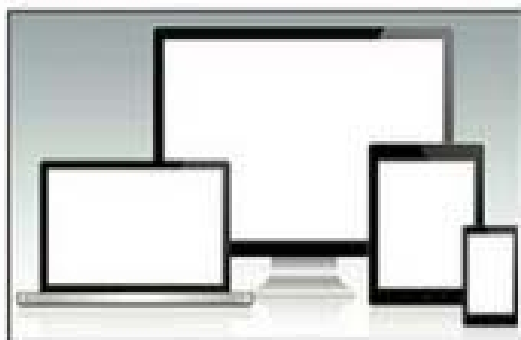


- Key points in the journey where customers may make a crucial decision or evaluate the experience
 - Purchase
 - Come back
 - Recommend

Stimulus



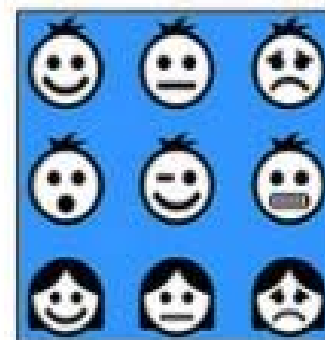
Zero Moment of Truth



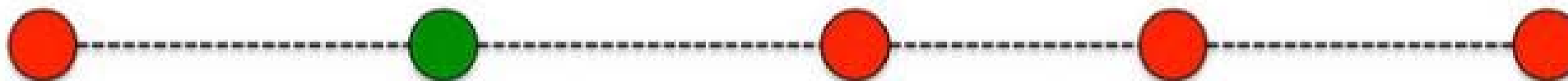
First Moment of Truth



Second Moment of Truth



Ultimate Moment of Truth



Awareness

Social Discovery

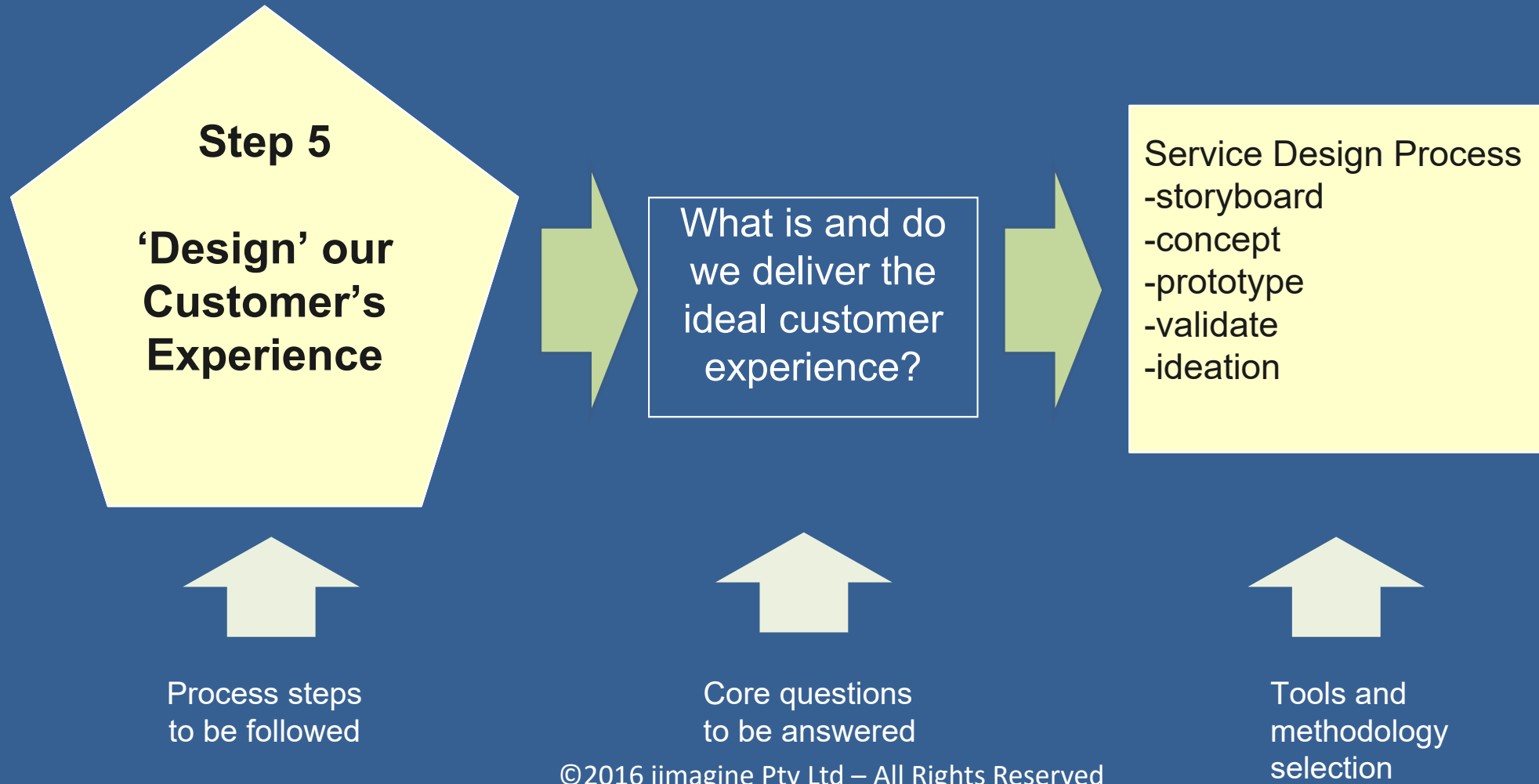
Consideration to Purchase

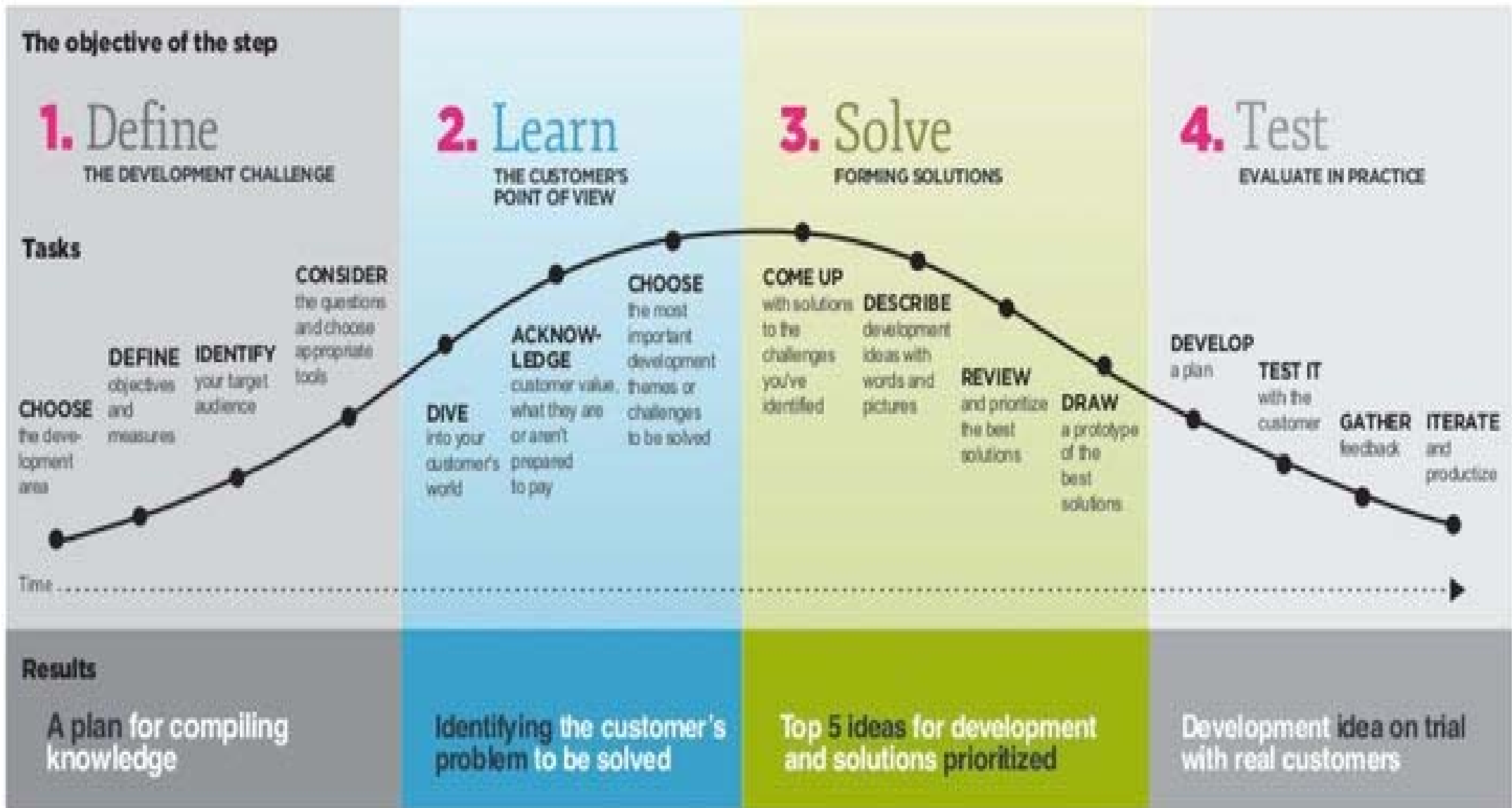
Experience

Shared Experience

UMOT -> ZMOT: Shared expressions form trusted impressions
Shared experiences affect every moment of truth

Step 5 – Design our Customer’s Experience





Step 6 – Monitor our Customer's Experience



Process steps to be followed



Core questions to be answered



Tools and methodology selection

Reference List

Sources - Concepts, Ideas, Slide Formats, Thinking, General

Source #1: Stickdorn, M, Schneider, J (2010). 'this is Service Design thinking'. New Jersey, John Wiley & Sons – Slide formats

Source #2 : Watkinson, M. (2013). 'The ten principles behind great customer experiences'. Edinburgh Gate. Pearson Education Ltd