

Customer Journey Mapping

Taking a Walk in Your Customers Shoes

Express 3 Hour Workshop - Customer Journey Mapping as a practical tool for designing and improving your customer's travel or holiday experiences

Presented by David Morgans (TEQ) and Ray Schleibs (iimage Tourism Strategy)

At Sunshine Coast on June 1st 2017

iimage Strategy



Why are we talking about 'Customer experience'?

- ❖ **Change:** What has changed? What is changing? And What do believe will change?
- ❖ **Pressure:** Where are the 'Pressure Points' for businesses?
- ❖ **The empowered Customer:** Transparency; Absolute vs Relative Information; Social sharing; Infinite choice and ability to compare, contrast, rate and judge; Mobile access to information at finger tips anywhere, anytime; global perspective; rising expectations...
- ❖ **Competition is now everywhere:**... How do we stay complete, relevant and seen as 'value'?
- ❖ **Who are our customers anyway?:** Now and in the future... Do we understand them? Do we know who they are or will be?
- ❖ **Our Business Goals:** Get More Customers, Keep More Customers, Make More from our Customers
- ❖ **Business Objectives:** Return on Investment (ROI) (Tangible, Intangible, Financial), Customer Satisfaction...

We are in the 'Age of the Customer'

We are in the AGE OF MOBILE!



Evolving 'Customer Experience' Expectations....

In the 'age of the customer', smartphone 24/7 connectivity and finger tip access to infinite information, opinion sharing and choice, customers have become fundamentally 'cross and omni-touchpoint' in their habits and behaviours. Distribution touchpoints and channels are becoming increasingly blurred as customers move back and forth between touchpoints, channels and devices as they move through the phases of their awareness, research, decision making and booking journey.

Increasing expectations are changing behaviours and decision making, so what do they want??

- **Customers want helpful information**
- **Customers want to compare offerings**
- **Customers want reassurance they're making the right choices**
- **Customers want to share experiences**
- **and, Customers want all this on mobile devices**

The Rise and Rise of Holistic Experiential Travel

1. **Only** in your destination
2. An **inspirational** story
3. The **customer** in the 'lead role'
4. **Multisensory** – see, touch, smell, taste & hear
5. A '**backstage pass**'
6. Feel like a **local**
7. It's **authentic & genuine**
8. Reflects your **brand**
9. The element of **surprise!!!**
10. Creates lasting **memories**
11. Experiences are **holistic, end to end**
12. Experiences are **interrelated and interconnected**
13. **Deeply personal and reflect me** and my view of myself and the world

Designing Customer Focused Experiences

- ❖ Customer experience (CX) is the set and sum of **perceptions formed through interactions with a brand, product, or service in turn creating expectations of service, value, and experiences**
- ❖ **CX starts with awareness** created through advertising, word-of-mouth, and social buzz. It is confirmed in the course of online, in-store, and point-of-sale and point-of-service “touchpoint” interactions
- ❖ Central of course are perceptions of presentation, quality, and value, factoring in cost and relative to the competition
- ❖ CX affects customer loyalty and advocacy

Customer Journey Mapping is core to creating and managing effective and profitable customer experiences

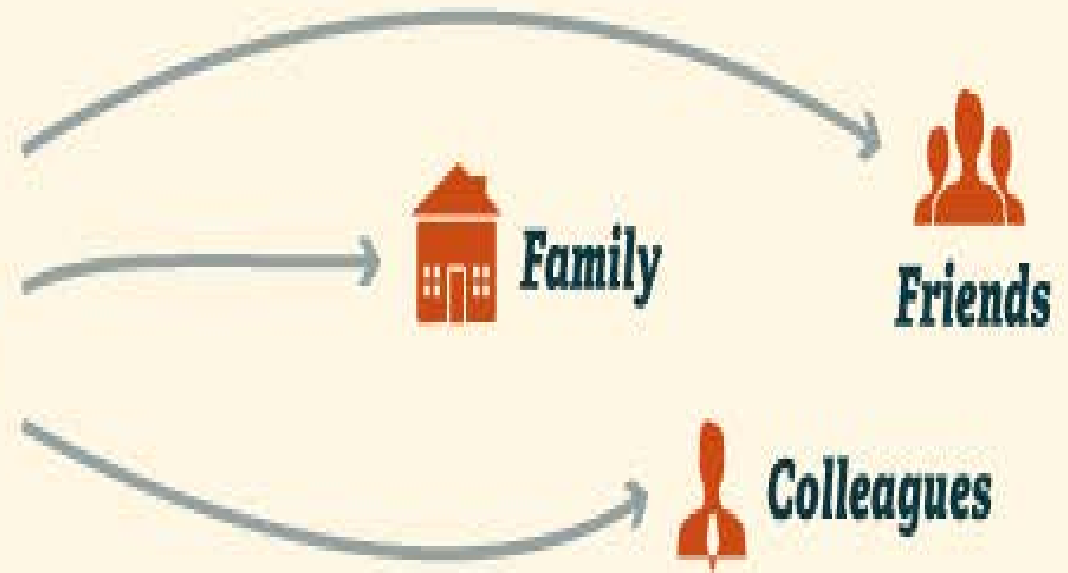
The single most impactful way to make a **meaningful and lasting impact on the customer experience** is through directly impacting the customer in those **critical ‘moments of truth’**. Knowing what these are and how to act on them doesn’t happen by accident, they are created through **experiential design**. The most effective tool to do this to the **Customer Journey Map**.

Trusted Sources

Though significantly more money is spent on advertising than customer service, a recent study shows word-of-mouth recommendations from customers with good experiences are more influential than ads.



These include:



CUSTOMER EXPERIENCE + CUSTOMER LOYALTY

The personal attention given to an in-store consumer promotes confidence and trust that leads to repeat business. A similar online experience will result in returning website traffic and more revenue.

Did an online experience influence whether or not you purchased a product or service from a brand?



Has an online experience ever changed your opinion about a brand or the products or services it offers?



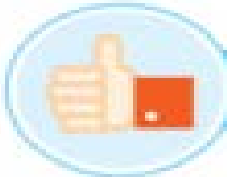
MORE LIKELY TO:



Tell their friends

58%

Consumers who would recommend a company that delivers a relevant customer experience.



Consider purchasing again

73%

Consumers who would expand their purchases if they had a superior customer experience.



Switch to a competitor

89%

Consumers who stopped doing business with a company after a negative customer experience.

86% of customers would pay 25% more for a better customer experience.

Social customers will tell an average of 42 people about a good customer experiences

source: Customers Pay 25% More for Better Experience, State Gazette, 2013; Global Customer Service Barometer by American Express, 2012



Becomes aware of offerings and begins consideration

Enters the store or site and makes a purchase or booking

Uses and talks about their purchase



It takes twelve positive experiences to make up for one unresolved negative experience

NEWS OF BAD CUSTOMER SERVICES REACHES TWICE AS MANY PEOPLE AS PRAISE FOR GOOD SERVICE EXPERIENCE

9

people hear of
happy customers



22

people hear of
unhappy customers

The typical online stores gets **43% of revenue** from Repeat purchases.





90%

of shoppers will spend
up to **20 minutes**
setting up preferences
for personalized offers¹

55%

of shoppers expect retailers
to **offer relevant**
promotions based
on past purchases²

43%

want their prior
purchases to result in
new product
recommendations³



75%

**of consumers say they have
spent more with a company
because of a history
of positive customer service
experiences**

source: Global Customer Service Barometer by American Express, 2012

The Value of Customer Experience



Good Experiences Grab Customers

40% of people began purchasing from a competitive brand because of its reputation for great customer service

55%



are willing to recommend a company due to outstanding service, more so than product or price

85%

would pay up to **25% more** to ensure a superior customer service experience



Top Reasons Why Customers Switch Brands



Interaction with a rude employee



Unexpected charge or fee



Poor quality of product or service

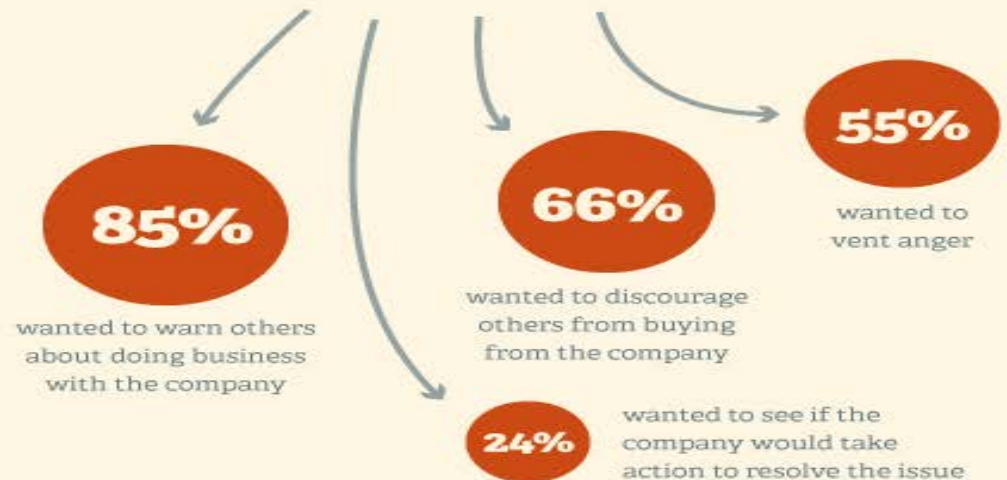


Bad Experiences Push Them Away

82% of people have stopped doing business with a company due to bad customer service

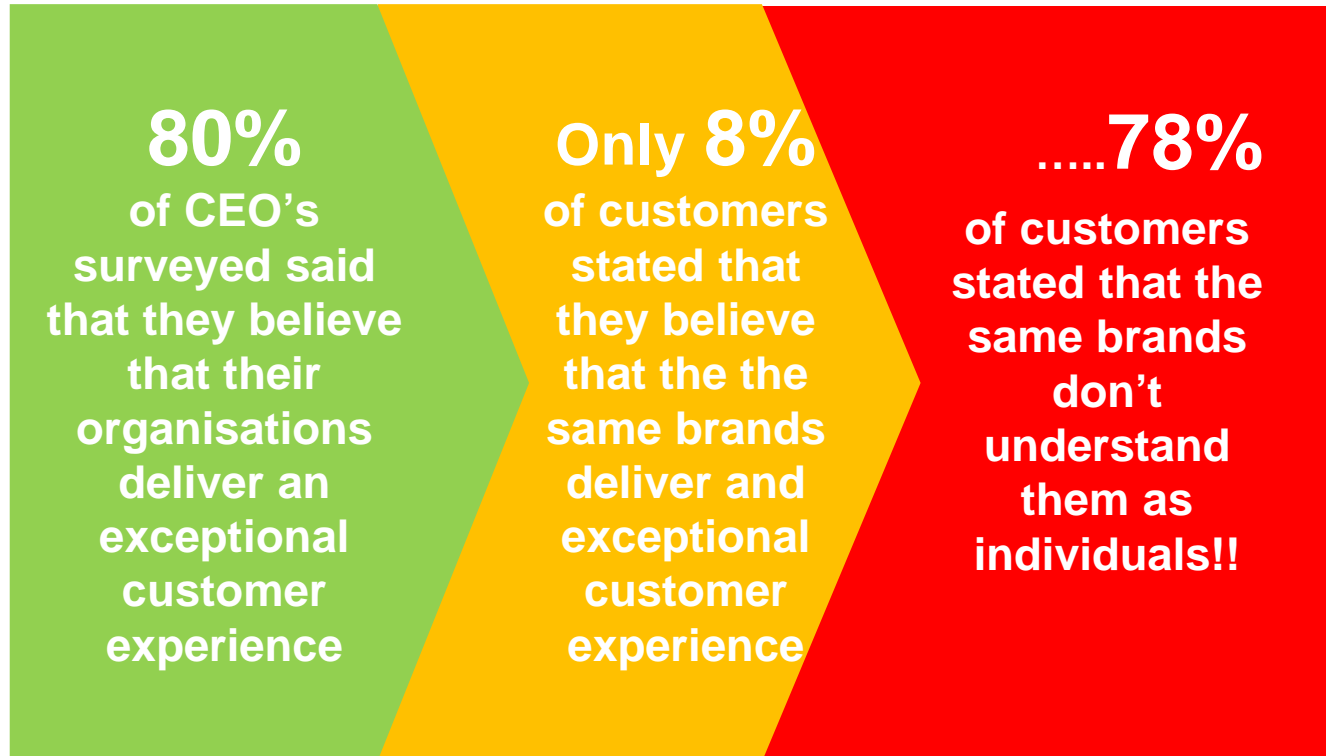
95%

of customers have taken action as a result of a bad experience. Of those, **79% told others about their experience.**

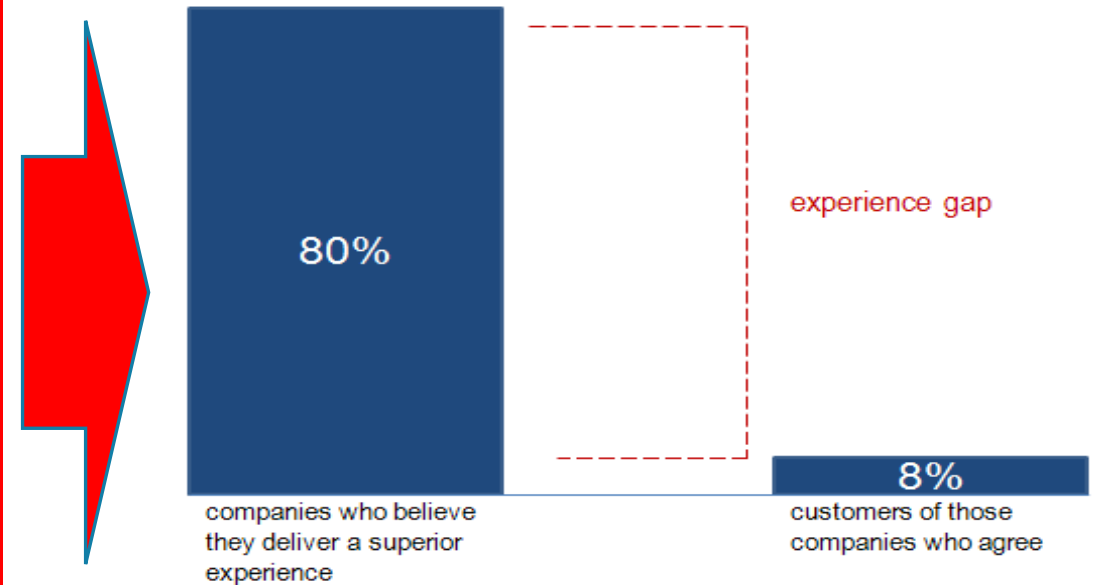


The majority of recently surveyed customers said that they wouldn't go back to a business that delivered them a poor customer experience –

No Second Chances!



So that's a problem isn't it?



No it's not! It's a seriously big opportunity!

Designing Customer Focused Experiences

The 5 Key Elements Towards Understanding, Designing and Delivering Impactful and Profitable Customer Focused Experiences

1. **Adopt a Customer's Perspective** - Take a Walk in Your Customer's Shoes
2. **Empathize Being Human** – Take an Empathetic Approach: Emotions, Attitudes, Beliefs, Motivations, Needs, Desires, and Objectives, in Context
3. **Make the Connection** – Linking Customer Expectations and Perceptions with Customer Value and Satisfaction
4. **Take Action on the Opportunity** – What is?, What could be?: *Understand, Diverge, Decide, Prototype, Validate*
5. **Align with the CX Objective** – Align 'Get More Customers, Keep More of Your Customers, Make More from Your Customers' with your Business Strategy and Culture

1. Adopt a Customer's Perspective - *Take a Walk in Your Customer's Shoes*

A Customer's Point of View (POV)



Go live! – Don't rely on surveys, loose feedback, and phone conversations – Observe your customers in their environment, doing what they do, hearing what they hear, seeing what they see, experiencing what they experience

Drink your own champagne! Stay in your own rooms, travel on your own tours, acting and experiencing like a customer. Do it frequently.

Include your customers, and other people from outside your business in your brainstorming and ideating sessions – They'll have great, different ideas.

Have team diversity, in your product, service or experience development team. Your customers are diverse so should be the team building their experiences

Experiment early in the design process with your customers. The earlier the better for creating customer focused experiences that really work

The One Rule of Engaging Your Customers

The golden rule: do unto others as you'd do to yourself. That's a solid rule for life, and for customer engagement. Go through the customer journey yourself. Are there any frustrating parts, any areas with lots of friction? Self-testing is a good place to start.

2. Empathize Being Human - *Centralize an Empathetic Approach as core*

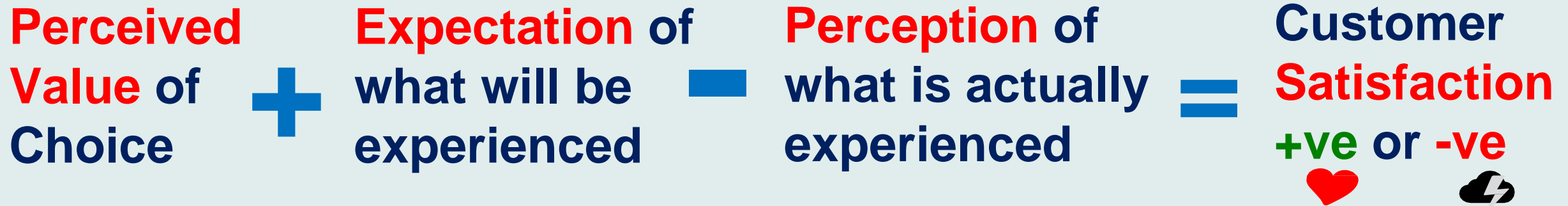
- ❖ As people we are all **consciously and subconsciously guided by our personal values, beliefs, attitudes, motivations** which in turn underpin our perception of and emotional response to situations and interactions in terms of how we act, think and feel at that time and how we perceive our 'experience' both then and overall
- ❖ Not just 'a customer' but an actual person. **A human just like you**
- ❖ At a very human level we are all **motivated by basic requirement to fulfil our basic needs** and then by higher level wants and desires
- ❖ **Everything relies on the context** in which the situation or interaction is taking place

Do Your Research – Take a Deep Empathetic Approach to Understanding Your Customer

- ❖ **A deep empathic focus on understanding why** – The 5 Why's Technique (Uncover what's really behind the 'surface level' behaviours?)
- ❖ **What is the person trying to achieve?** What is their objective? (Their needs and motivations are likely more complex than you realise!)
- ❖ **What particular need or problem** are you able to able to fix or provide a solution for them?

3. Make the Connection – *Linking Customer Expectations and Perceptions with Customer Value and Satisfaction*

Expectations are personal, emotional and they are very real determinates of positive, negative or neutral perceptions and outcomes of the actual Experience in the mind of the customer



Choice supported by information gathering and/or previous interactions or experience driving awareness and early perceptions and expectations of the offerings and value proposition of the proposed brand, business, product or service. Every choice has some value attached to it either real or perceived

Expectations of the interactions with the business and utility and value provided by the product or service on offer

Perceptions and impressions of the experience of the actual interactions and delivered product and service utility and value as compared to expectations

Customer Satisfaction outcomes are very complex in nature, and are highly personal and individual, and are perceived or viewed as more so or less so positive or negative based upon the 'expectation gap' between what the customer expected to experience and what they believe they actually experienced

4. Take Action on the Opportunity – *What is?, What could be?: Understand, Diverge, Decide, Prototype, Validate*



understand

- Who are your customers?
- Empathy – The 5 Why's
- What do their needs?
- What are their expectations?
- What is the situation context?
- Map their current journey
- Doing, Thinking, Feeling



diverge

- Break Map Down
- Breaks and misses
- Opportunities
- Envision possibilities
- Ideate lots of solutions



decide

- Choose the best idea
- Storyboard the idea
- Map their future journey



prototype

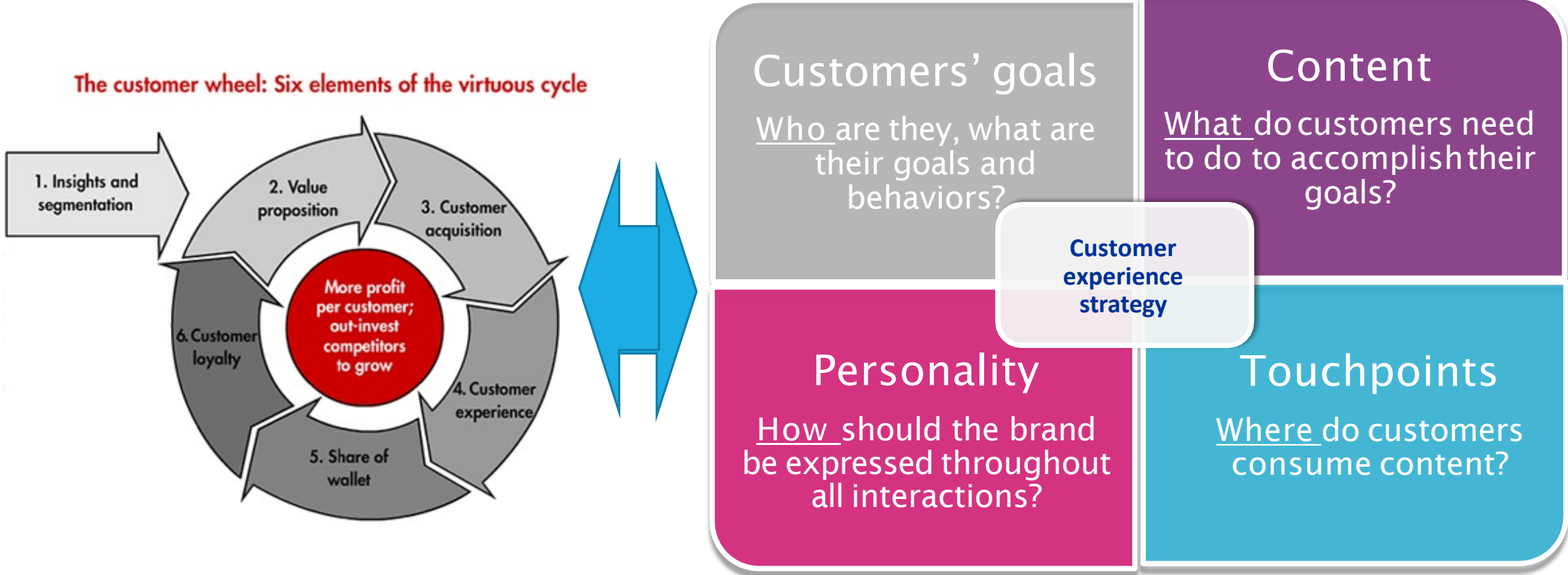
- Build a quick and dirty version to test run
- Focus on usability and the service experience that you are improving
- It doesn't need to be beautiful!



validate

- Show the new version to people outside your business
- Test with live customers
- Learn what doesn't work
- Learn from the prototype and iterate

5. Align with the CX Objective – Align ‘Get More Customers, Keep More of Your Customers, Make More from Your Customers’ with Business Strategy and Culture



Source: May 18, 2011, “Why You Need A Digital Customer Experience Strategy” Forrester report

A man with a short haircut is shown in profile, looking towards a wall covered in numerous sticky notes. The sticky notes are arranged in a structured manner, likely representing a customer journey map. The man is wearing a dark jacket and is holding a pen in his hand. The background is slightly blurred, showing a plant and a window. A blue semi-transparent banner is overlaid across the middle of the image, containing the main text.

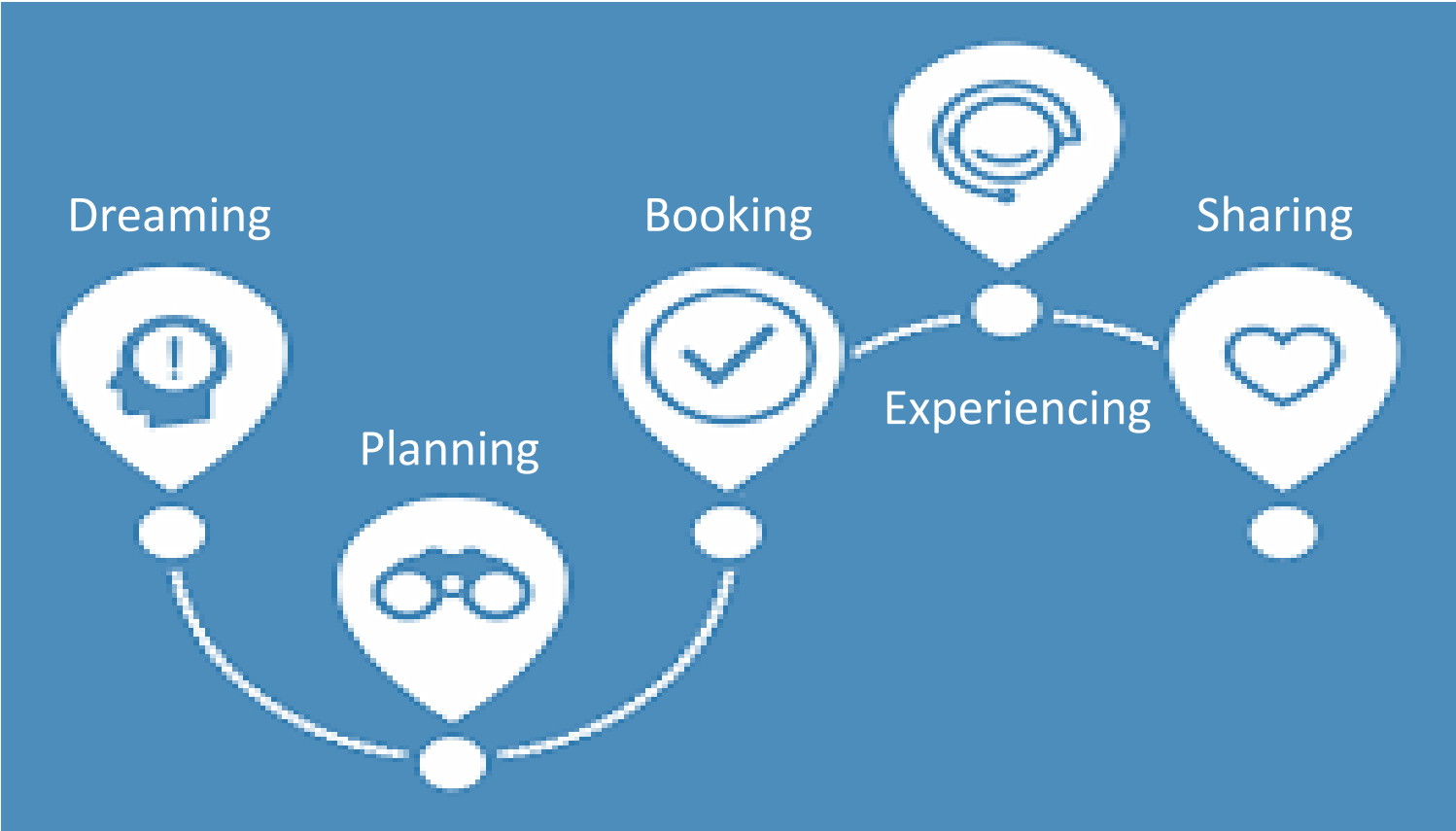
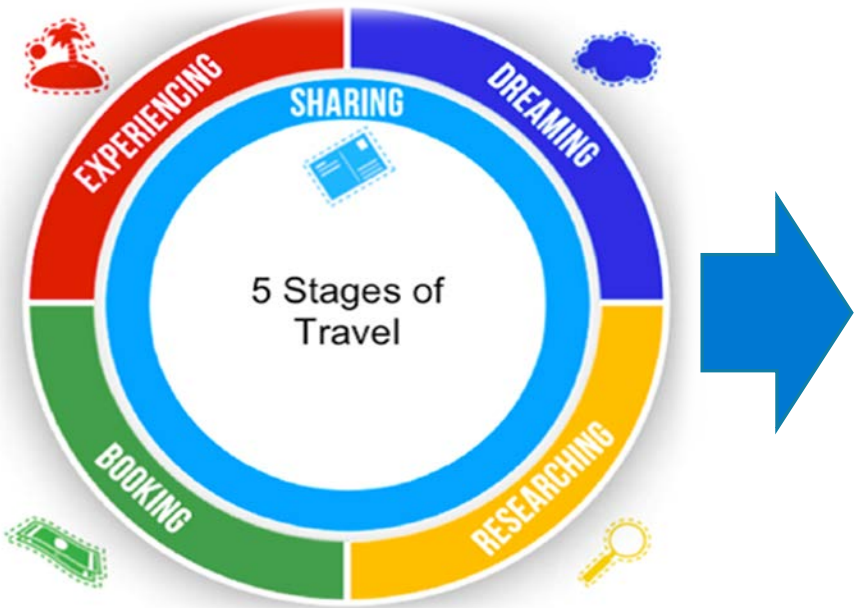
Your customer's travel or holiday journey from a tourism destination perspective (High level view)

Applied Customer Journey Mapping

Your Customer's Story – Their Journey as an illustrated Map

Phases and stages of your customer's journey

Dreaming, Planning, Booking, Experiencing, Sharing



English Sarah's Experience Journey

Active Sarah



Background

- Accountant
- MSc in Finance
- Has a boyfriend

Demographics

- Female
- Age: 26
- 35,000 annual salary
- Lives in **London**

Goals

- Reach 15% BF index
- Run first half marathon
- Get promoted in the next 6 months

Hobbies & Interests

- Travelling (especially abroad)
- Loves cooking at home
- Going out to brunch/dinners with other young people

Challenges

- To keep balance between everyday routine and nights/dining out with friends
- Creating balanced diet on a daily basis

Pains

- No information on healthy food options in **London** restaurants
- Feeling guilty to go out and eat unhealthy (or stay in & not to meet friends because of that)
- Constantly misses out on Special Offers for healthy foods

Use of Technology

- Use Internet for buying research - healthy food and restaurants
- Has Android Smartphone and uses apps for fitness
- Active user of social networks and apps

Sarah's High Level Journey

Dreaming

1 Journey Stage: **Dreaming – Passive Awareness**
 Dreaming – *Passive Awareness*

1. Sarah is going about her everyday life. She is having a coffee at her office with one of her close, long-term work colleagues

Expectations, Objectives, Needs, and Perceptions:
 What is Sarah Doing?
 What is Sarah Thinking?
 What is Sarah Feeling?

Channels, Touchpoints, and Interactions:
 Who, What, Where, When, Why, How

2 Journey Stage: **Dreaming – Passive Awareness**
 Dreaming – *Passive Awareness*

2. Sarah is going about her everyday life. She is hanging out with her extended family at a family get together at Hampstead Heath

Expectations, Objectives, Needs, and Perceptions:
 What is Sarah Doing?
 What is Sarah Thinking?
 What is Sarah Feeling?

Channels, Touchpoints, and Interactions:
 Who, What, Where, When, Why, How

3 Journey Stage: **Dreaming – Passive Awareness**
 Dreaming – *Passive Awareness*

3. Sarah is going about her everyday life. She is having a fun night out with her closest friends at a cool, new London wine bar

Expectations, Objectives, Needs, and Perceptions:
 What is Sarah Doing?
 What is Sarah Thinking?
 What is Sarah Feeling?

Channels, Touchpoints, and Interactions:
 Who, What, Where, When, Why, How

Dreaming

4 Journey Stage: **Dreaming – Active Awareness**
 Dreaming – *Active Awareness*

4. Sarah is constantly exposed consciously and subconsciously to omnipresent, 24/7, channels of communications, signals, messages and influences

Expectations, Objectives, Needs, and Perceptions:
 What is Sarah Doing?
 What is Sarah Thinking?
 What is Sarah Feeling?

Channels, Touchpoints, and Interactions:
 Who, What, Where, When, Why, How

5 Journey Stage: **Dreaming – Inspiration**
 Dreaming – *Inspiration*

5. Sarah is starting to think and look with broad interest. Looking for inspiration - Hmmmm... So many possibilities!

Expectations, Objectives, Needs, and Perceptions:
 What is Sarah Doing?
 What is Sarah Thinking?
 What is Sarah Feeling?

Channels, Touchpoints, and Interactions:
 Who, What, Where, When, Why, How

Sarah is relaxing at home and reading her favourite Travel Magazine – Traveler Magazine UK

6 Journey Stage: **Dreaming – Inspiration**
 Dreaming – *Inspiration*

6. Sarah is becoming proactive: enquiring, asking, sharing, discussing – Heightened awareness - Looking for inspiration - Where?, What?, Why?

Expectations, Objectives, Needs, and Perceptions:
 What is Sarah Doing?
 What is Sarah Thinking?
 What is Sarah Feeling?

Channels, Touchpoints, and Interactions:
 Who, What, Where, When, Why, How

Sarah has decided to have a look at her social page news feeds and generally scan around to see what people have been up to, and if anyone has posted any cool holiday pics

Researching

7 Journey Stage: **Dreaming – Researching**
 Dreaming – *Researching*

7. Sarah begins actively researching: Product/activity related search OR dedicated destination focused search-Research is broadly general interest in nature

Expectations, Objectives, Needs, and Perceptions:
 What is Sarah Doing?
 What is Sarah Thinking?
 What is Sarah Feeling?

Channels, Touchpoints, and Interactions:
 Who, What, Where, When, Why, How

Sarah has picked up a few broad ideas of destinations and activities that she thinks she may be interested in. She now decides to have a look at some websites to see if anything or anywhere in particular sparks her interest

8 Journey Stage: **Dreaming – Research and Consideration**
 Dreaming – *Research and Consideration*

8. Sarah is narrowing her search: Product related search AND dedicated destination focused search-Narrowing of research into consideration sets based up on a set of broad selection criteria

Expectations, Objectives, Needs, and Perceptions:
 What is Sarah Doing?
 What is Sarah Thinking?
 What is Sarah Feeling?

Channels, Touchpoints, and Interactions:
 Who, What, Where, When, Why, How

Sarah is now getting serious in her search. She has gathered some really great ideas for destinations and activities for her holiday and is now sorting up in her mind a list of selection criteria that will meet her needs and objectives

9 Journey Stage: **Planning – Research and Consideration**
 Planning – *Research and Consideration*

9. Sarah is switching between researching different destinations: her Consideration set is narrowing to a small set of options based higher priority selection criteria

Expectations, Objectives, Needs, and Perceptions:
 What is Sarah Doing?
 What is Sarah Thinking?
 What is Sarah Feeling?

Channels, Touchpoints, and Interactions:
 Who, What, Where, When, Why, How

Sarah is now getting serious in her search. She has gathered some really great ideas for destinations and activities for her holiday and is now sorting up in her mind a list of selection criteria that will meet her needs and objectives

All Rights Reserved ©iimage Pty Ltd 2017

Sarah's High Level Journey

Researching

Booking

Experiencing

10

Journey Stage: Planning – Research and Consideration

Planning – Research and Consideration

10. Sarah may potentially make a last minute destination choice switch: Shortly before finally booking a switch to search for other destinations.

Expectations, Objectives, Needs, and Frustrations:
What is Sarah Doing?
What is Sarah Thinking?
What is Sarah Feeling?

Channels, Touchpoints, and Interactions:
Who, What, Where, When, Why, How

11

Journey Stage: Booking

Booking

11. Sarah has chosen her holiday destination and makes a booking. What components of her trip are booked at this point is broadly dependent on a mix of factors – Situation, lead-time, priority, risk, cost, planned activities.

Expectations, Objectives, Needs, and Frustrations:
What is Sarah Doing?
What is Sarah Thinking?
What is Sarah Feeling?

Channels, Touchpoints, and Interactions:
Who, What, Where, When, Why, How

12

Journey Stage: Planning and Experiencing

Planning and Experiencing

Sarah now has around 8 weeks before she leaves on her big trip. It's a period of anticipation and frustration along with continuing to research and book smaller trip components leading up her departure date.

Expectations, Objectives, Needs, and Frustrations:
What is Sarah Doing?
What is Sarah Thinking?
What is Sarah Feeling?

Channels, Touchpoints, and Interactions:
Who, What, Where, When, Why, How

Experiencing

13

Journey Stage: Planning and Experiencing

Planning and Experiencing

Sarah is finally packing for her holiday. Hmmm... What to take...? What will I need...? I always pack too much!

Expectations, Objectives, Needs, and Frustrations:
What is Sarah Doing?
What is Sarah Thinking?
What is Sarah Feeling?

Channels, Touchpoints, and Interactions:
Who, What, Where, When, Why, How

14

Journey Stage: Experiencing

Experiencing

A long time at the airport check in... Hmmm... Sarah hopes that her luggage isn't too heavy...

Expectations, Objectives, Needs, and Frustrations:
What is Sarah Doing?
What is Sarah Thinking?
What is Sarah Feeling?

Channels, Touchpoints, and Interactions:
Who, What, Where, When, Why, How

15

Journey Stage: Experiencing

Experiencing

Finally gets to the front of the line... The airline guy is really nice and helpful... No extra luggage charge which is a relief!

Expectations, Objectives, Needs, and Frustrations:
What is Sarah Doing?
What is Sarah Thinking?
What is Sarah Feeling?

Channels, Touchpoints, and Interactions:
Who, What, Where, When, Why, How

Experiencing

16

Journey Stage: Experiencing

Experiencing

Sarah is at security, and the immigration and customs... She hates this part of travelling. Slow and frustrating... But it's going on holiday!

Expectations, Objectives, Needs, and Frustrations:
What is Sarah Doing?
What is Sarah Thinking?
What is Sarah Feeling?

Channels, Touchpoints, and Interactions:
Who, What, Where, When, Why, How

17

Journey Stage: Experiencing

Experiencing

Sarah has finally boarded the plane to Australia. She now sits back and relaxes into her seat... Her holiday feels like it has finally begun.

Expectations, Objectives, Needs, and Frustrations:
What is Sarah Doing?
What is Sarah Thinking?
What is Sarah Feeling?

Channels, Touchpoints, and Interactions:
Who, What, Where, When, Why, How

18

Journey Stage: Experiencing

Experiencing

In the air and the cabin crew is serving a beautiful glass of red wine...

Expectations, Objectives, Needs, and Frustrations:
What is Sarah Doing?
What is Sarah Thinking?
What is Sarah Feeling?

Channels, Touchpoints, and Interactions:
Who, What, Where, When, Why, How

All Rights Reserved ©iimage Pty Ltd 2017

Sarah's High Level Journey

Experiencing

19

Journey Stage: Experiencing

Expectations

A long, long, 30 plus hour flight... Almost there... So looking forward to this holiday and fixa by getting to experience Australia... Getting excited



Expectations, Objectives, Needs, and Perceptions

What is Sarah Doing?
What is Sarah Thinking?
What is Sarah Feeling?

Character, Touchpoints, and Interactions


Who, What, Where, When, Why, How

20

Journey Stage: Experiencing

Expectations

Sarah arrives at the airport... Picks up her luggage and heads out to find a taxi... Excited



Expectations, Objectives, Needs, and Perceptions

What is Sarah Doing?
What is Sarah Thinking?
What is Sarah Feeling?

Character, Touchpoints, and Interactions


Who, What, Where, When, Why, How

21

Journey Stage: Experiencing

Expectations

Sarah finally arrives at her hotel after a 30 hour journey from the UK... Looks like a fantastic location... The hotel looks nice



Expectations, Objectives, Needs, and Perceptions

What is Sarah Doing?
What is Sarah Thinking?
What is Sarah Feeling?

Character, Touchpoints, and Interactions

Who, What, Where, When, Why, How


Experiencing

22

Journey Stage: Experiencing

Expectations

Sarah heads down to the beach for her first swim on an Australian beach... So beautiful... Sunny, warm water... Has an Exploratory moment



Expectations, Objectives, Needs, and Perceptions

What is Sarah Doing?
What is Sarah Thinking?
What is Sarah Feeling?

Character, Touchpoints, and Interactions

Who, What, Where, When, Why, How

23

Journey Stage: Experiencing

Expectations

Picked up from her hotel by the walking tour company. The guide is just so lovely and helpful. The bus is nice



Expectations, Objectives, Needs, and Perceptions

What is Sarah Doing?
What is Sarah Thinking?
What is Sarah Feeling?

Character, Touchpoints, and Interactions

Who, What, Where, When, Why, How

24

Journey Stage: Experiencing

Expectations

Sarah is hiking in Kosciuszko National Park... What a pretty place... Tomorrow we are heading up to the highest in the network. She is thinking that that experience will be amazing as well



Expectations, Objectives, Needs, and Perceptions

What is Sarah Doing?
What is Sarah Thinking?
What is Sarah Feeling?

Character, Touchpoints, and Interactions

Who, What, Where, When, Why, How

Experiencing

25

Journey Stage: Experiencing

Expectations

Wow... Sarah can believe that she actually got to see a real, live Koala in the wild... Amazing!



Expectations, Objectives, Needs, and Perceptions

What is Sarah Doing?
What is Sarah Thinking?
What is Sarah Feeling?

Character, Touchpoints, and Interactions

Who, What, Where, When, Why, How

26

Journey Stage: Experiencing

Expectations

Sarah has decided to abort here! A nice dinner out to cap off her holiday on the Sunshine Coast



Expectations, Objectives, Needs, and Perceptions

What is Sarah Doing?
What is Sarah Thinking?
What is Sarah Feeling?

Character, Touchpoints, and Interactions

Who, What, Where, When, Why, How

27

Journey Stage: Experiencing

Expectations

Sarah is on her way home... A long trip back to the UK



Expectations, Objectives, Needs, and Perceptions

What is Sarah Doing?
What is Sarah Thinking?
What is Sarah Feeling?

Character, Touchpoints, and Interactions

Who, What, Where, When, Why, How

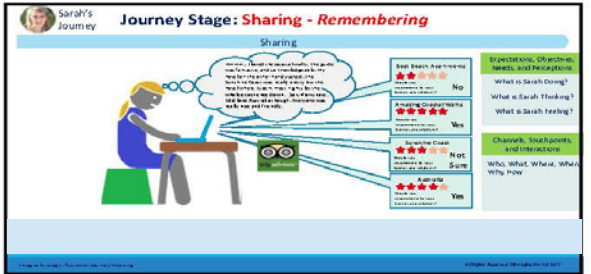
All Rights Reserved ©iimage Pty Ltd 2017

**Sarah's
High
Level
Journey**

Sharing

Dreaming

28



29



Directly back to Booking

High Levels of Satisfaction with the Perceived Experience may lead to Sarah becoming loyal and going directly back to booking next time thus bypassing the entire Dreaming and Researching Journey. Here she is more likely to become an advocate for her experience.

Low or Neutral Levels of Satisfaction would likely lead Sarah to look for other options for her next travel or holiday experience and probably become an detractor rather than an advocate of her experience.

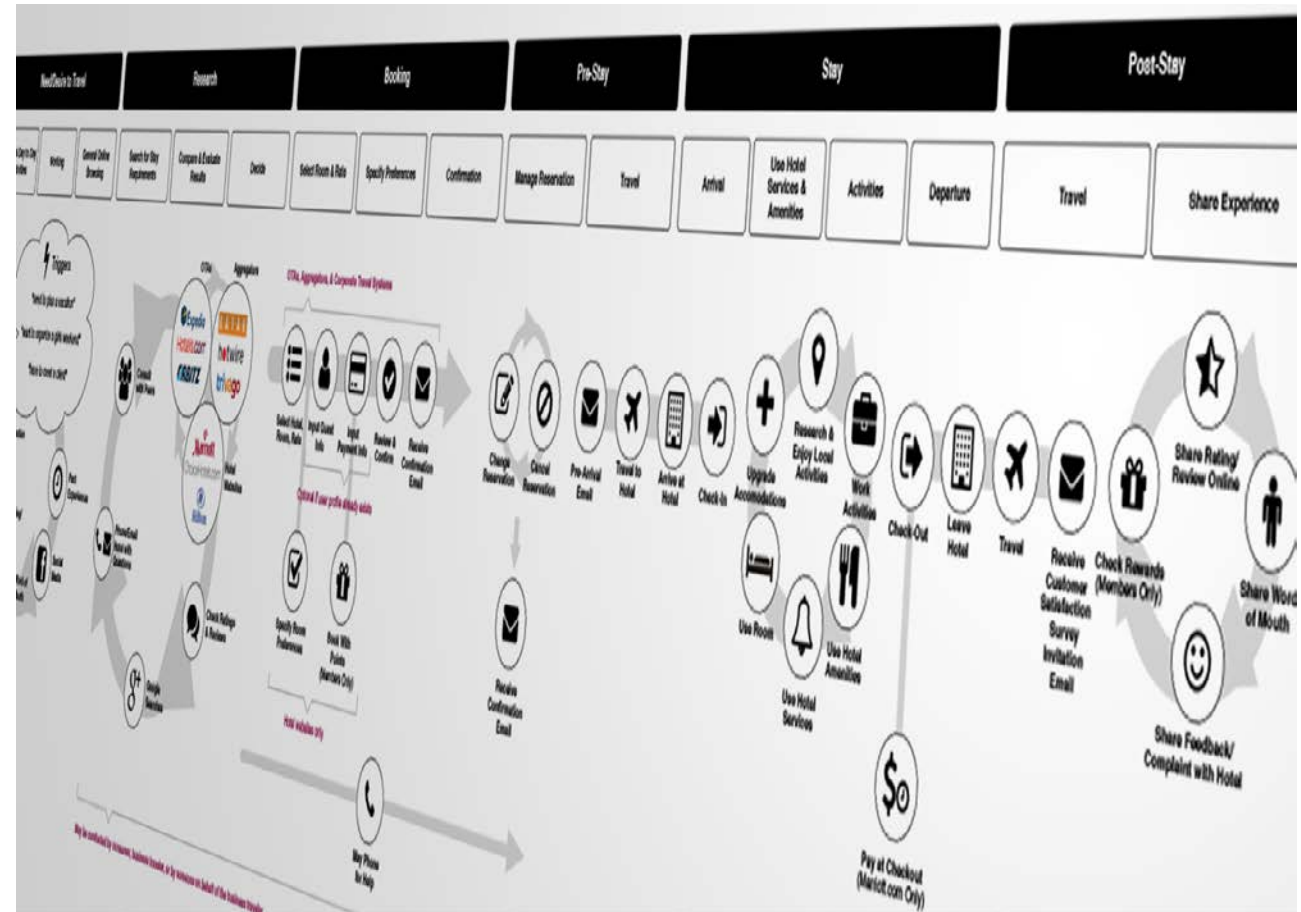
What is a Customer Journey Map?

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. With the rapid proliferation of cross channel interactions, touchpoints and experiences between you and your customer 'living' journey mapping has become an invaluable tool to remain connected to the customer's experience as they engage with you

Customer journey maps chart your customer's experience and help you target changes, improvements and service innovations with the greatest impact and 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.



Creating experiences with the customer at the centre of the process – It's their experience not yours!



The Importance of Experiences in Journey Mapping

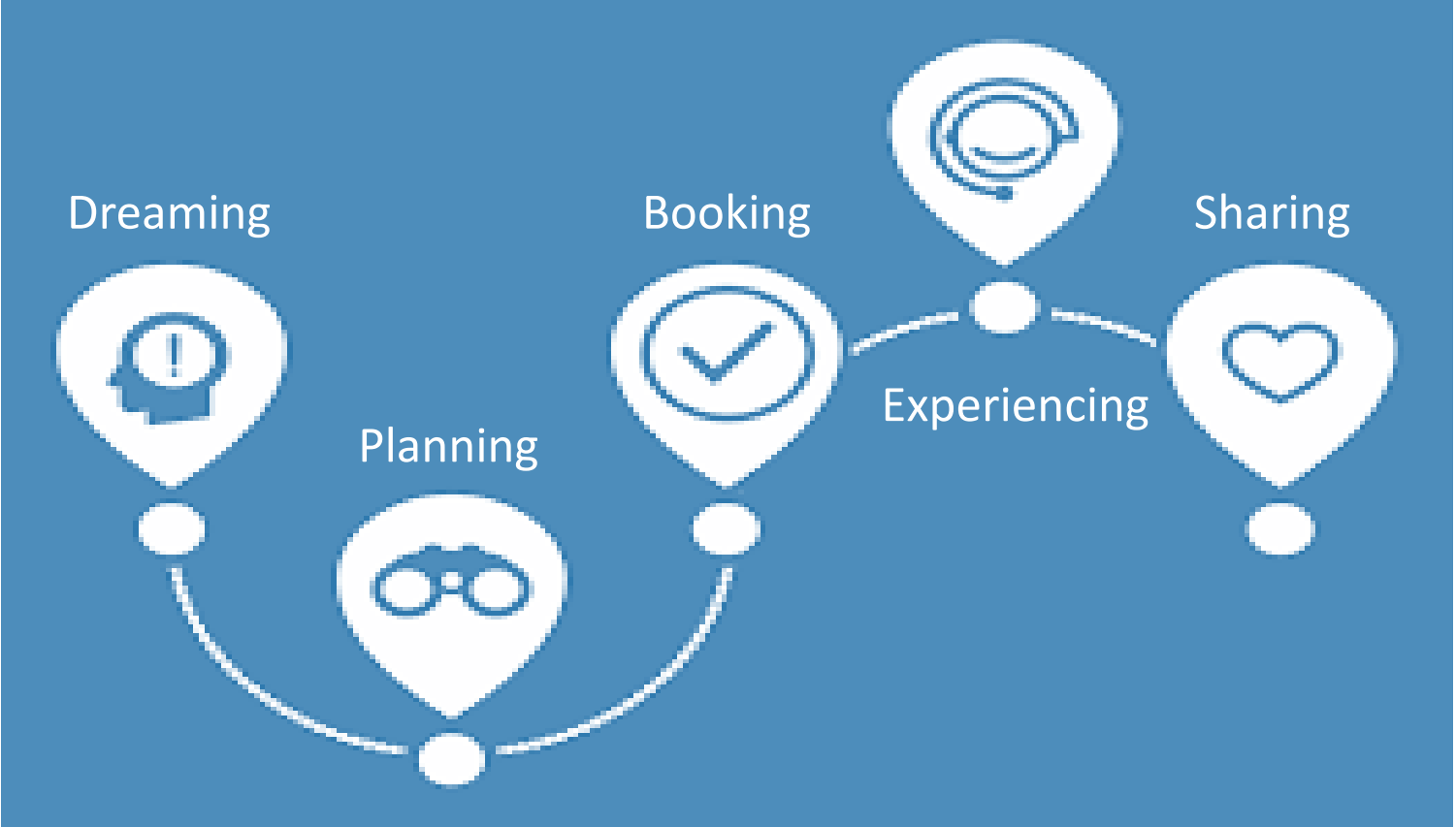
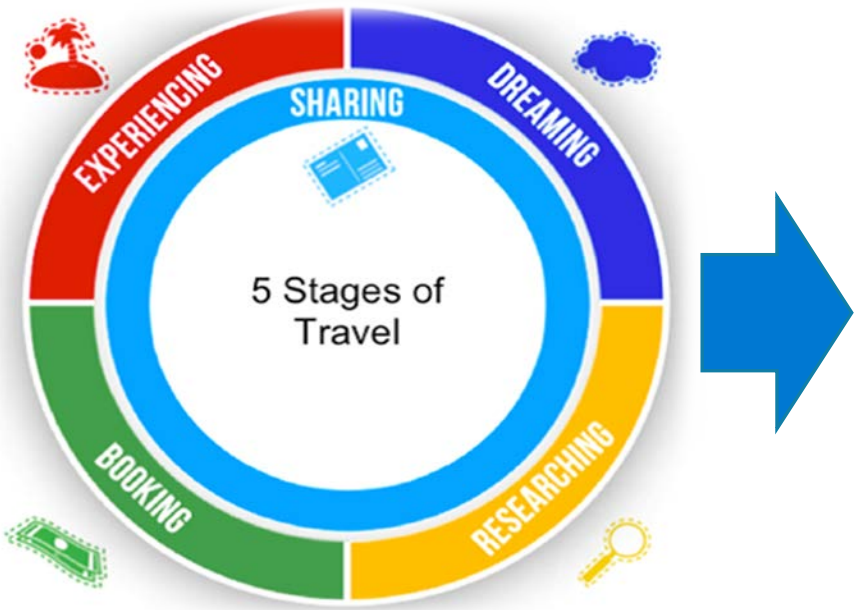
An experience focused Customer Journey map is a strategic tool for capturing and presenting key insights into the complex customer interactions that occur across experiences with a product, service, or ecosystem. At the heart of an experience map lies the customer journey model, an archetypal journey created from an aggregate of all customers going from point A to point B as they attempt to achieve a goal or satisfy a need.

The activity of mapping builds knowledge and consensus across teams and stakeholders, and the map as artifact allows you to create and support better customer experiences. In short, experience mapping is a journey that can involve and impact your entire organisation.

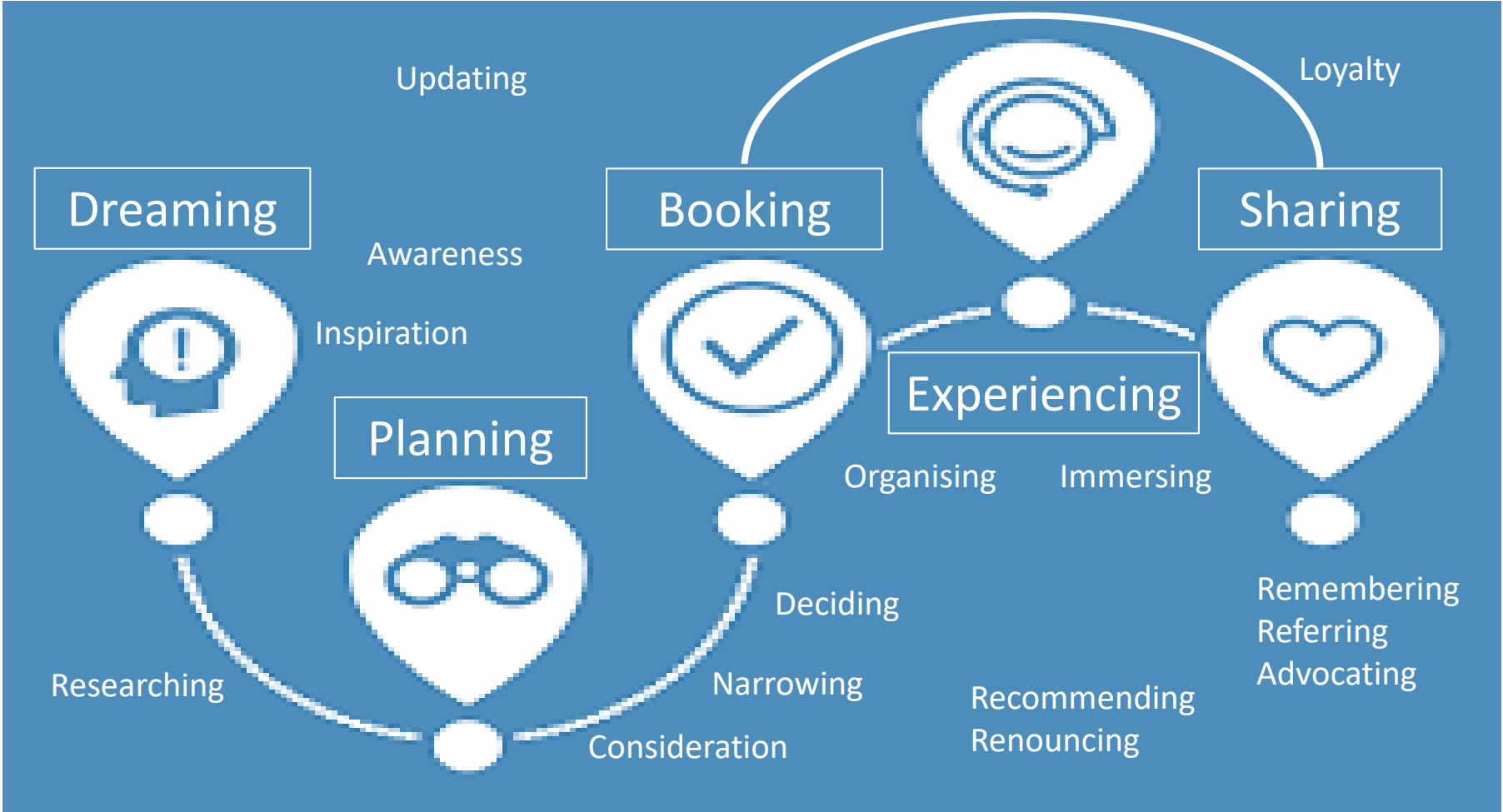
Your Customer's Story – Their Journey as an illustrated Map

Phases and stages of your customer's journey

Dreaming, Planning, Booking, Experiencing, Sharing

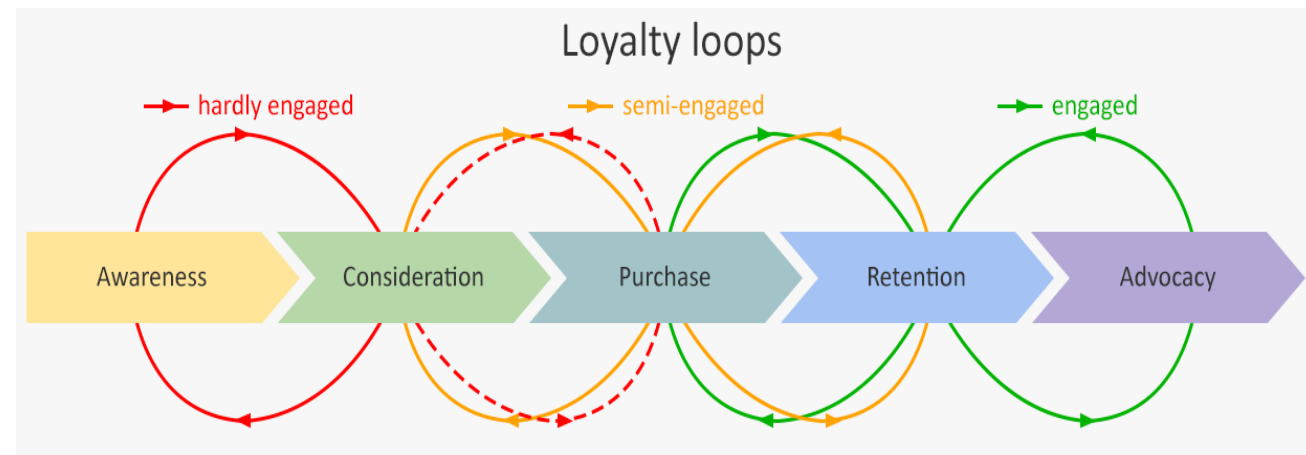
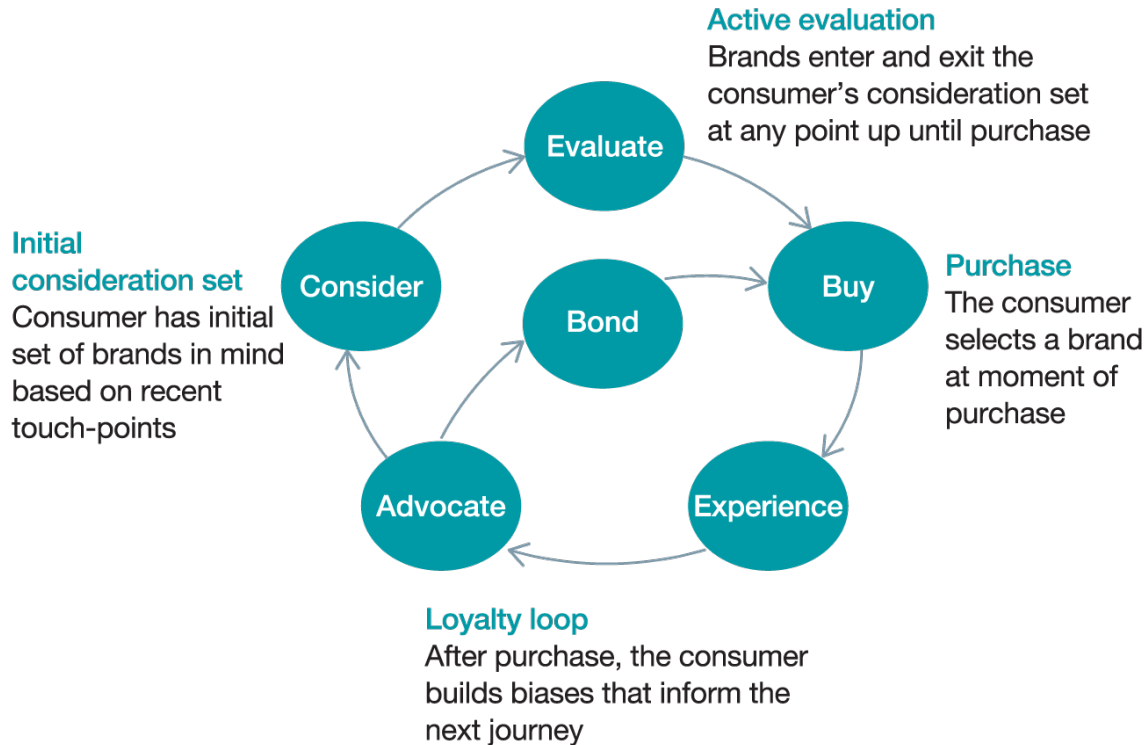


Your customer's perspective of their experience as holistic and interconnected journey



Your customer's journey is a continuous series of engagements, considerations, touchpoints, decision nodes and moments

We pinpoint gaps—and improvement actions—for each stage of the customer decision journey



Basic Requirements of any Customer Journey Map

Regardless of the design you use, all maps should include (at a minimum) the elements listed on the checklist to the left. This will provide a solid framework for building a robust customer journey map packed with priceless insights about your customers, your processes & your overall operations

3 Basic Things to Include in any Journey Map

- Quantitative Data & Qualitative Customer & Employee Feedback**
- Customers Segments (Personas) – define & segment them to identify whose journey you want to map**
- A Touchpoint Inventory & Customer Journey – The steps customers take & all the touchpoints they encounter as they progress through your lifecycle stages & channels**

A map in & of itself is just a pretty picture illustrating how your customers interact with your business. It's what you put into your map that will ultimately determine how valuable it will be & help you truly drive change for your organization.

Basic Characteristics of an Effective Customer Journey Map

Be Approached as an Ongoing Discipline, NOT as a One and Done Project!

Be Collaborative

A cross-functional team from all areas of your organisation should be involved in the mapping process & have ongoing access to the map to use it, make updates, & monitor performance & progress.

Be Customer-Focused

A map must be developed from the customer's perspective, not the organization's. It should contain both quantitative & qualitative research.

- Quantitative:** Dig into your existing data—scour web analytics, surveys & other data sources that reveal how customers interact with your organization
- Qualitative:** Observe & talk to customers & front line employees. Allow them to tell a story of their experience. Document their actions, thoughts & feelings & match them up with touchpoints, channels & lifecycle phases

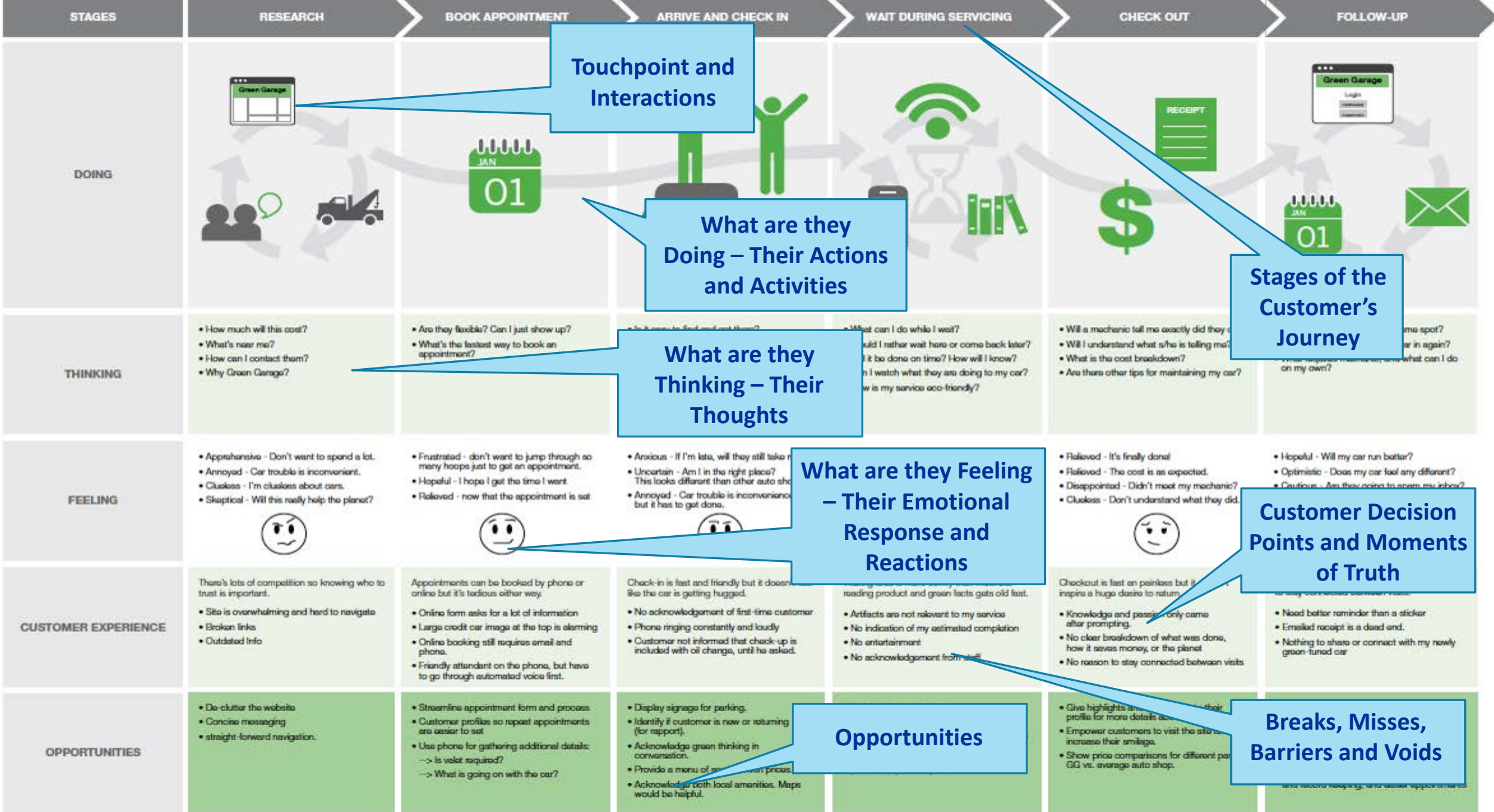
Basic Characteristic of an Effective Customer Journey Map

Be Multi-Faceted

A good map provides an eagle-eye view of the holistic customer journey and...

- Helps you identify your most important touchpoints
- Provides a way for you to attach customer research and data to touchpoints
- Makes edits & updates easy
- Allows you to pull out specific sections of the customer journey that require the most attention and create “micro-journeys” of individual scenarios. These “micro-journeys” can all be rolled up into the master map that encompasses the customer experience from start to end

Be Easy to Understand, Share & Update



Touchpoint and Interactions

What are they Doing – Their Actions and Activities

What are they Thinking – Their Thoughts

What are they Feeling – Their Emotional Response and Reactions

Stages of the Customer's Journey

Customer Decision Points and Moments of Truth

Opportunities

Breaks, Misses, Barriers and Voids

Customer Experience Journey Map Elements

Broad Mapping Objectives

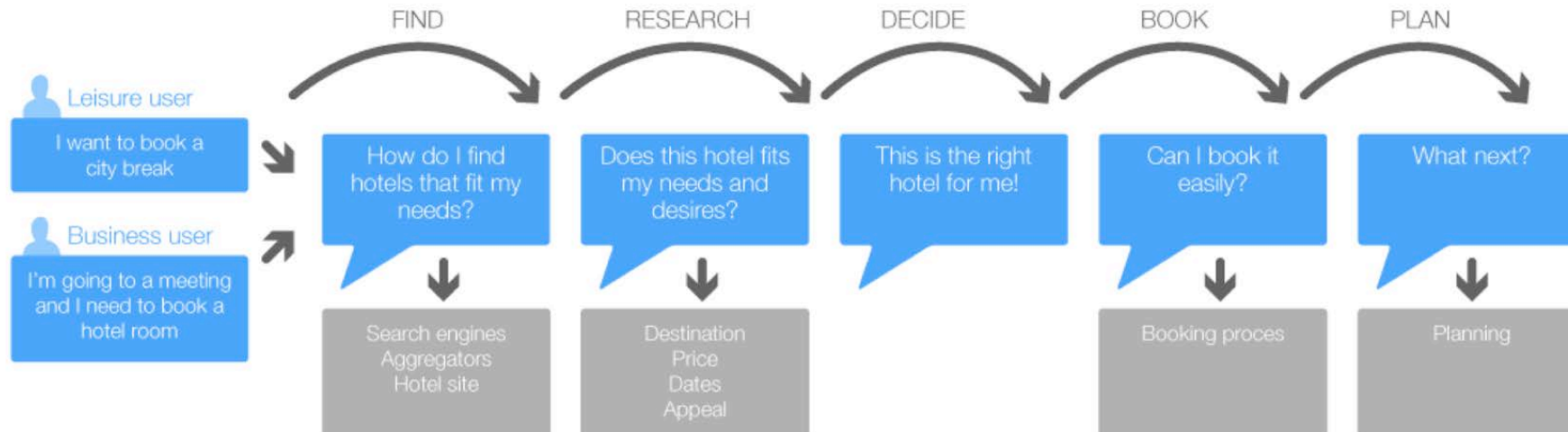
To identify all possible touch points that make up your customers' experience, in order to improve your company's impressions at these touch points, and to understand the emotional impact of interactions in your existing customer experience.

Types of information we want to map







- **Objectives and Tasks.** What is the customer trying to achieve at this stage
- **Questions.** What does the customer want to know at this stage?
- **Touchpoints and Interactions.** How does the customer interact with the organisation and its offering at this point?
- **Emotions.** What is the customer thinking and feeling at this stage in the process?
- **Monuments of Truth and Decision Points**
- **Weaknesses or Breaks.** How does the organisation let the customer down at this stage?
- **Opportunities.** Where can we improve, enhance, or create high impact customer experiences
- **Tailored Content and Communications** at each stage



Touchpoints and Interactions



Rail Europe Touchpoints by Channel

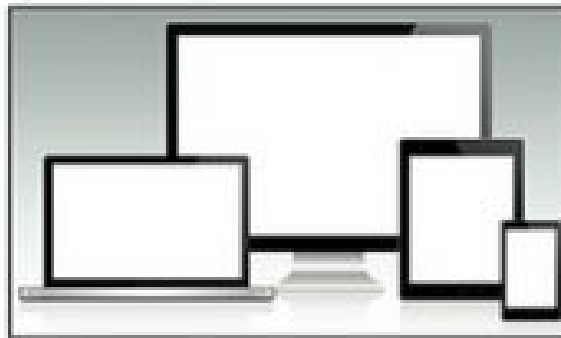
Stage	Research & Planning	Shopping	Booking	Pre-Travel (Documents)	Travel	Post-Travel
Channels						
Website	Maps Test itineraries Timetables Destination Pages FAQ General product & site exploration	Schedule look-up Price look-up Multi-city look-up Pass comparison	Web booking funnel - Pass - Trips - Multiple 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 Resolve problems (info, payment, 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



Stimulus



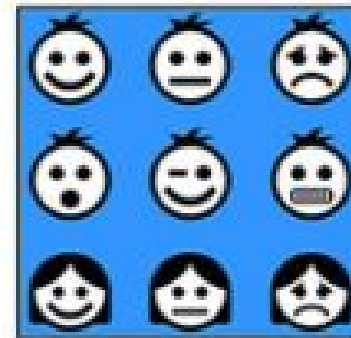
Zero Moment of Truth



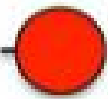
First Moment of Truth



Second Moment of Truth



Ultimate Moment of Truth



Awareness

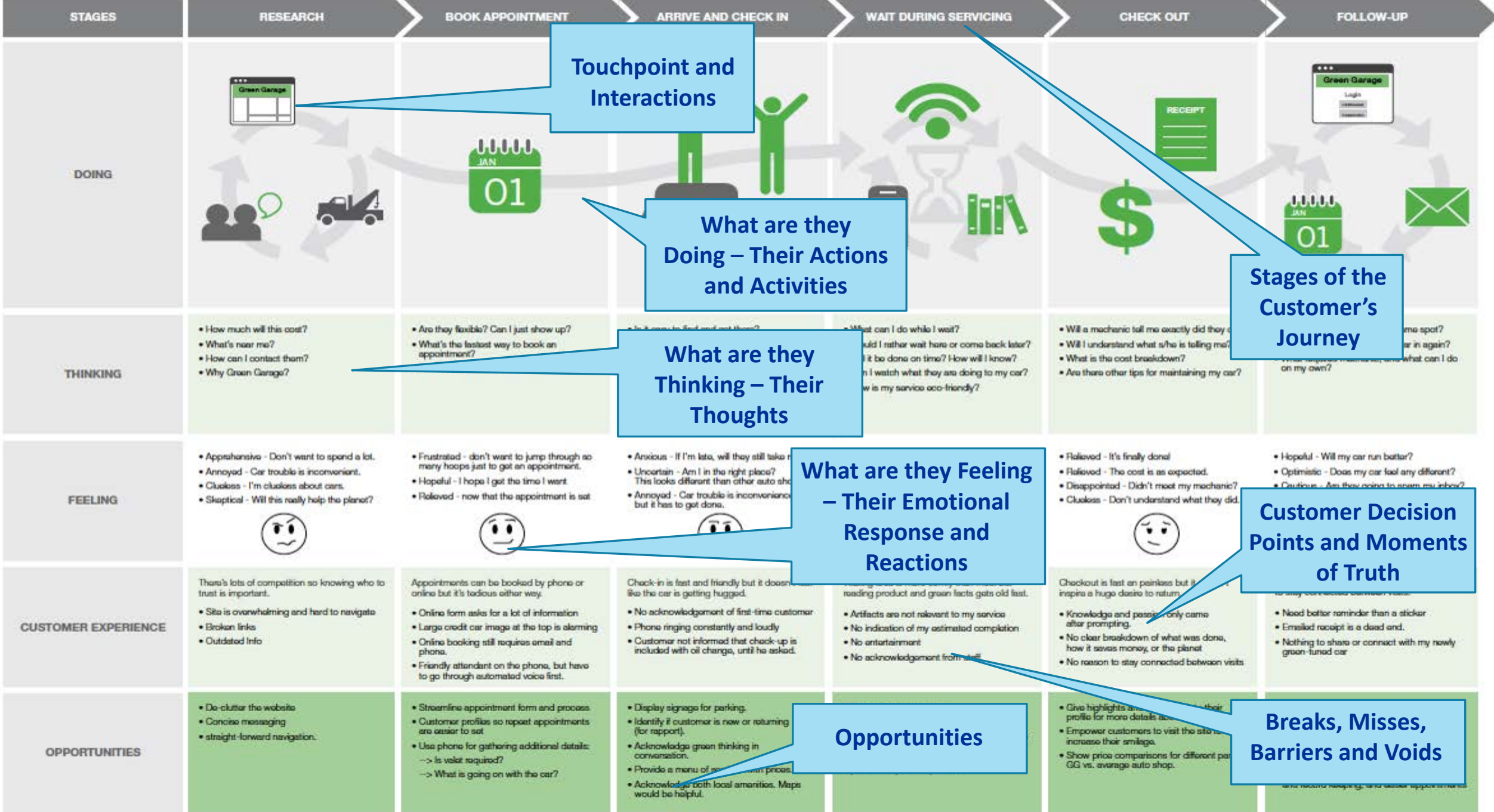
Social
Discovery

Consideration
to Purchase

Experience

Shared
Experience

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



Touchpoint and Interactions

What are they Doing – Their Actions and Activities

What are they Thinking – Their Thoughts

What are they Feeling – Their Emotional Response and Reactions

Stages of the Customer's Journey

Customer Decision Points and Moments of Truth

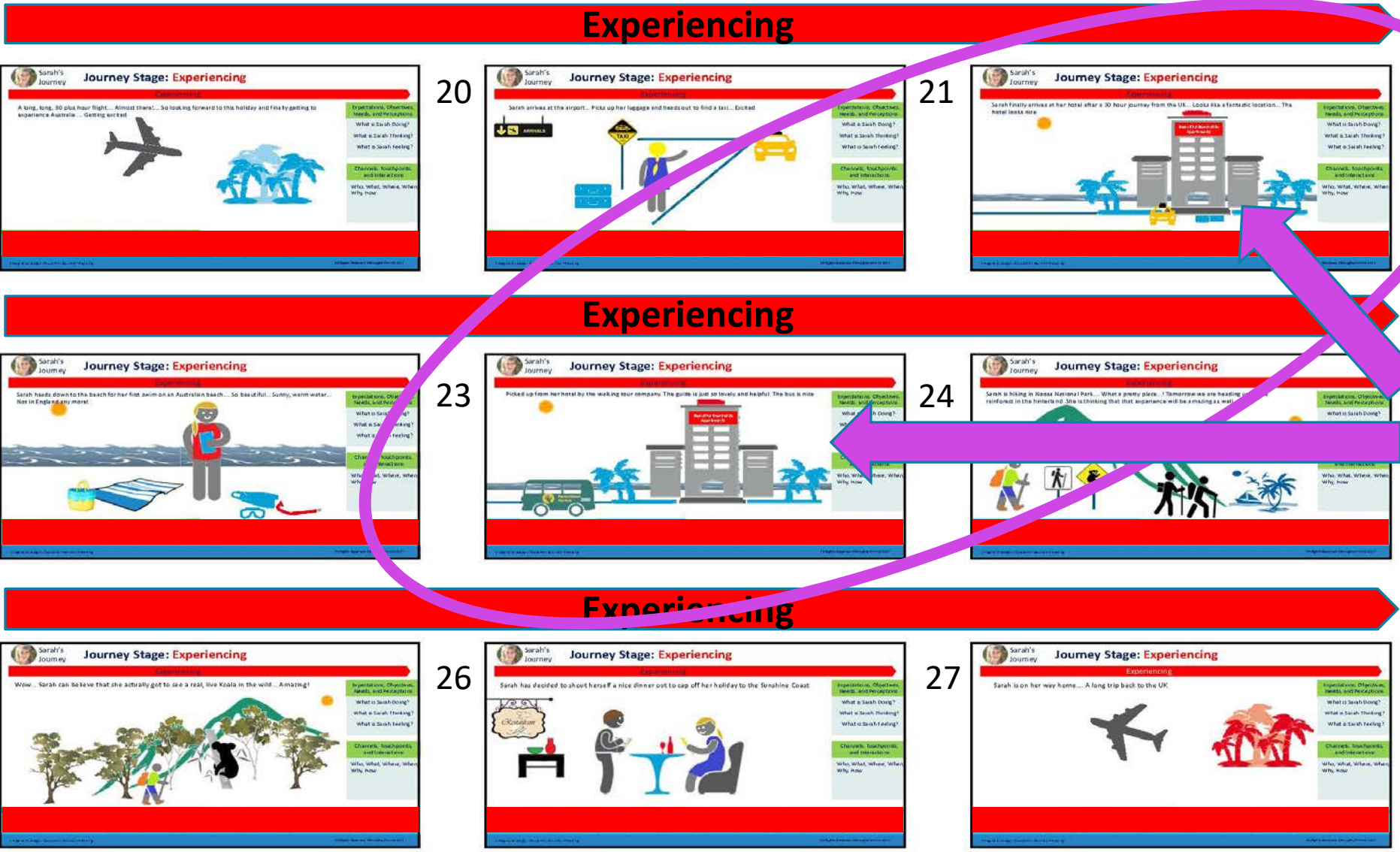
Opportunities

Breaks, Misses, Barriers and Voids

Your customer's travel or holiday journey from a tourism product or service perspective (Low level view)

Tracking, understanding and mapping your customer's 'holistic - end to end' journey experience from YOUR product or service level perspective

Sarah's High Level Journey

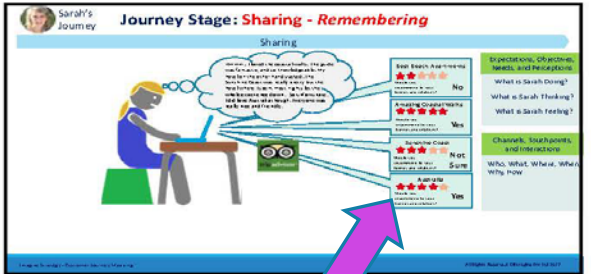


As a result of review and analysis of Sarah's feedback and other insights it has been decided to focus on her hotel stay to review any issues, missed or service breaks

Sarah's High Level Journey

Sharing

Dreaming



Directly back to Booking

Low or Neutral Levels of Satisfaction would likely lead Sarah to look for other options for her next travel or holiday experience and probably become an detractor rather than an advocate of her experience.

High Levels of Satisfaction with the Perceived Experience may lead to Sarah becoming loyal and going directly back to booking next time thus bypassing the entire Dreaming and Researching Journey. Here she is more likely to become an advocate for her experience.

Sarah's online review and feedback of her overall trip to Australia, Queensland, and the Sunshine Coast, including her reviews of her hotel and other activities has given us an insight into an service area in her customer journey that needs further investigation and analysis to uncover issues, misses, or service breaks, and opportunities for service recovery

Opportunity Action: Focusing in on Sarah's hotel stay experience

Sarah's Service (Micro) Level Journey

Opportunity Action: Focusing in on Sarah's hotel stay experience

Journey Detail between step 21 and 27 of Macro Journey Map



- Review Feedback
- Detail Misses/Breaks
- Assess Impact
- Address Causes
- Remedy/Rectify
- Review Impacts



Design Future State Customer Journey Map and Prototype

1 Journey Stage: Experiencing
 Sarah finally arrives at her hotel after a 30 hour journey from the UK... Looks like a fantastic location... The hotel looks nice.
 Experiences, Observes, Needs, and Perceptions
 What is Sarah Doing?
 What is Sarah Thinking?
 What is Sarah Feeling?
 Channels, Touchpoints, and Interactions
 Who, What, Where, When, Why, How

2 Journey Stage: Experiencing
 Sarah arrives at the hotel reception and finds it understaffed... At 30 am? She calls a porter to get her luggage and speaks to the manager who tells her that her room key is on the desk so she can just go straight to her room. He is busy attending to another issue.
 Experiences, Observes, Needs, and Perceptions
 What is Sarah Doing?
 What is Sarah Thinking?
 What is Sarah Feeling?
 Channels, Touchpoints, and Interactions
 Who, What, Where, When, Why, How

3 Journey Stage: Experiencing
 Sarah opens the door to her room and is knocked over by a rush of very hot air...
 Experiences, Observes, Needs, and Perceptions
 What is Sarah Doing?
 What is Sarah Thinking?
 What is Sarah Feeling?
 Channels, Touchpoints, and Interactions
 Who, What, Where, When, Why, How

4 Journey Stage: Experiencing
 Wow... This room is so hot! And it smells stuffy like it hasn't been opened for weeks. The window seems smaller than the photos I looked at when I booked!
 Experiences, Observes, Needs, and Perceptions
 What is Sarah Doing?
 What is Sarah Thinking?
 What is Sarah Feeling?
 Channels, Touchpoints, and Interactions
 Who, What, Where, When, Why, How

5 Journey Stage: Experiencing
 Sarah wants to relax and settle in to her hotel... She decides to have a cup of tea... No milk!
 Experiences, Observes, Needs, and Perceptions
 What is Sarah Doing?
 What is Sarah Thinking?
 What is Sarah Feeling?
 Channels, Touchpoints, and Interactions
 Who, What, Where, When, Why, How

6 Journey Stage: Experiencing
 Sarah can't find the remote control for the TV... Mmmmmmm
 Experiences, Observes, Needs, and Perceptions
 What is Sarah Doing?
 What is Sarah Thinking?
 What is Sarah Feeling?
 Channels, Touchpoints, and Interactions
 Who, What, Where, When, Why, How

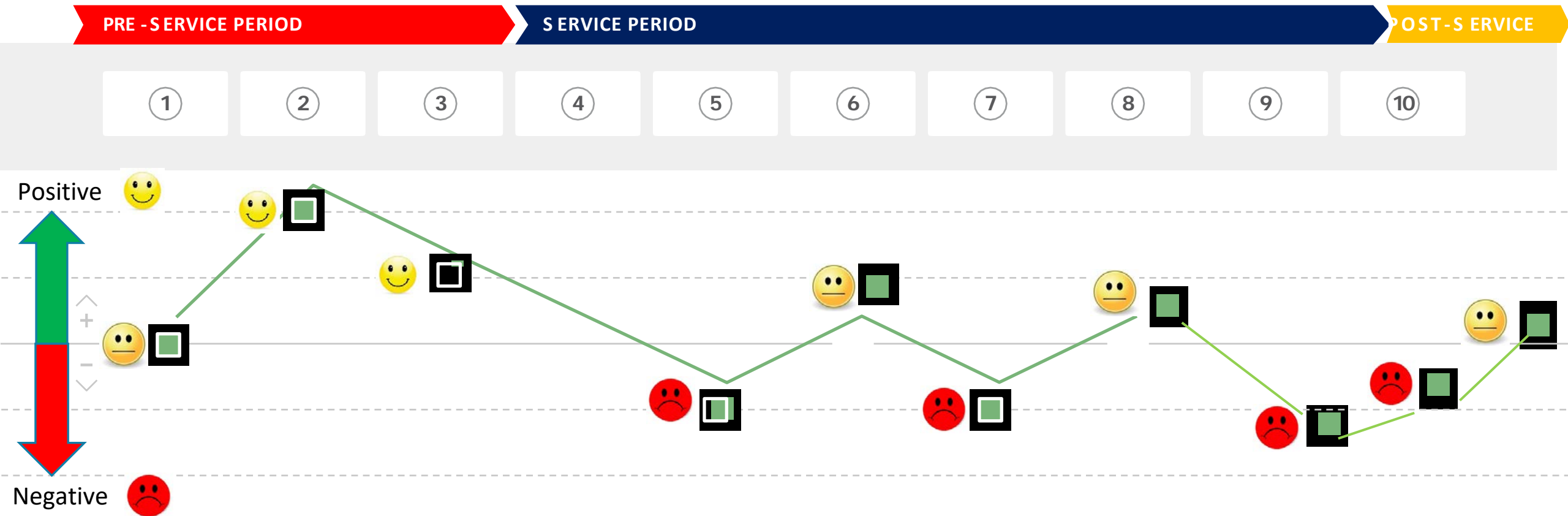
7 Journey Stage: Experiencing
 Sarah is generally not happy with her room... She sits on the bed and thinks that it's as hard and uncomfortable as a chair.
 Experiences, Observes, Needs, and Perceptions
 What is Sarah Doing?
 What is Sarah Thinking?
 What is Sarah Feeling?
 Channels, Touchpoints, and Interactions
 Who, What, Where, When, Why, How

8 Journey Stage: Experiencing
 Sarah is trying to connect and use the hotel's free WiFi... Not working very well... Wants her to log on and put in her credit card before she can use the "Free WiFi".
 Experiences, Observes, Needs, and Perceptions
 What is Sarah Doing?
 What is Sarah Thinking?
 What is Sarah Feeling?
 Channels, Touchpoints, and Interactions
 Who, What, Where, When, Why, How

9 Journey Stage: Experiencing
 Sarah is on the phone again to the hotel manager about her room, the WiFi, and other things... Very frustrated.
 Experiences, Observes, Needs, and Perceptions
 What is Sarah Doing?
 What is Sarah Thinking?
 What is Sarah Feeling?
 Channels, Touchpoints, and Interactions
 Who, What, Where, When, Why, How

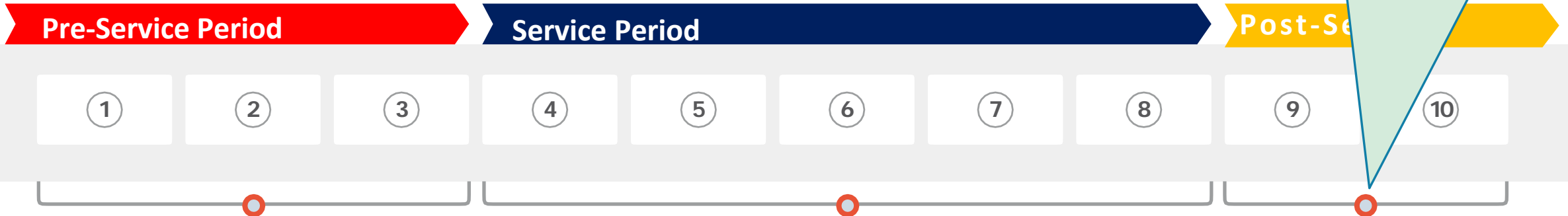
All Rights Reserved ©iimage Pty Ltd 2017

Emotional Journey Map - Example



Customer Satisfaction

The research is also strong around high levels of satisfaction and declared satisfaction (such as in written positive reviews) is a significant influencer on increased spend levels



expectations

Our mental process of formation and realisation of expectation of our experiences is a live and on-going conscious and unconscious process that never stops evolving and updating in real time. Our expectations are changing as experiences are actually being delivered

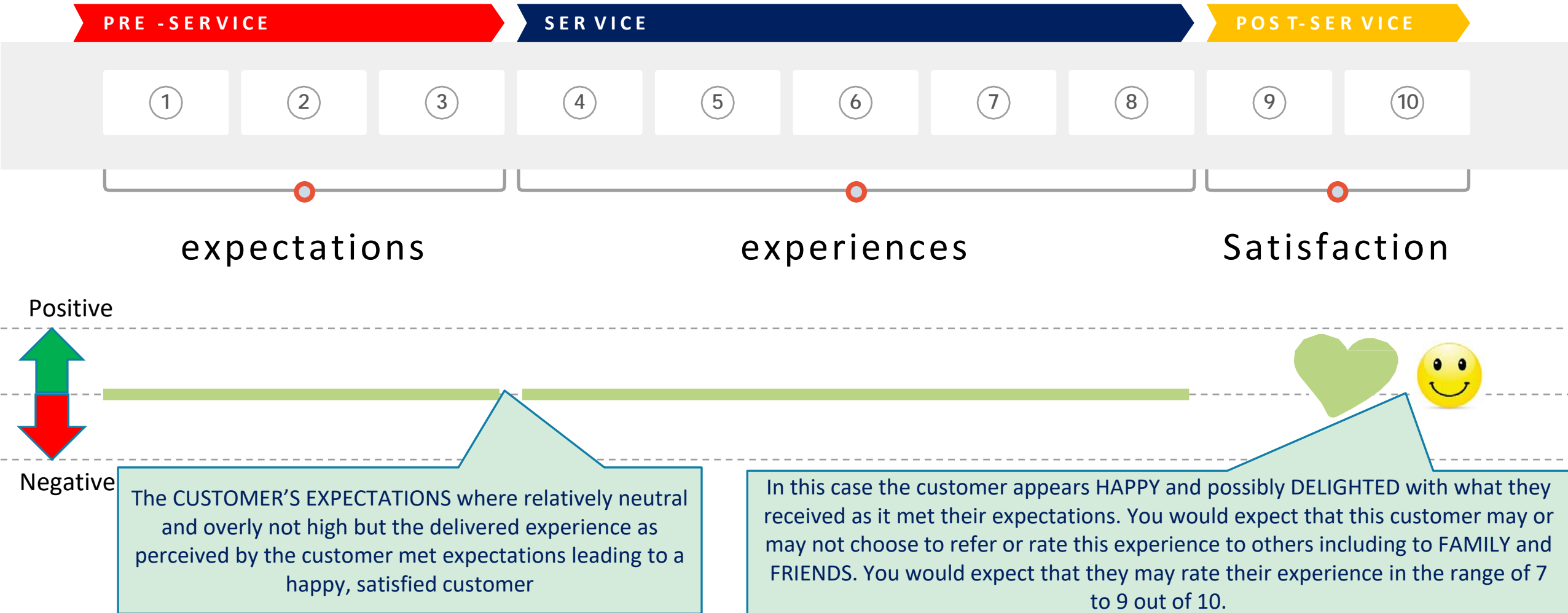
experiences

It is completely feasible and possible to positively impact a customer's expectation and perceived experience gap live and in real time if a business is so customer centric, is mindful of the delivery environment and organised to take action

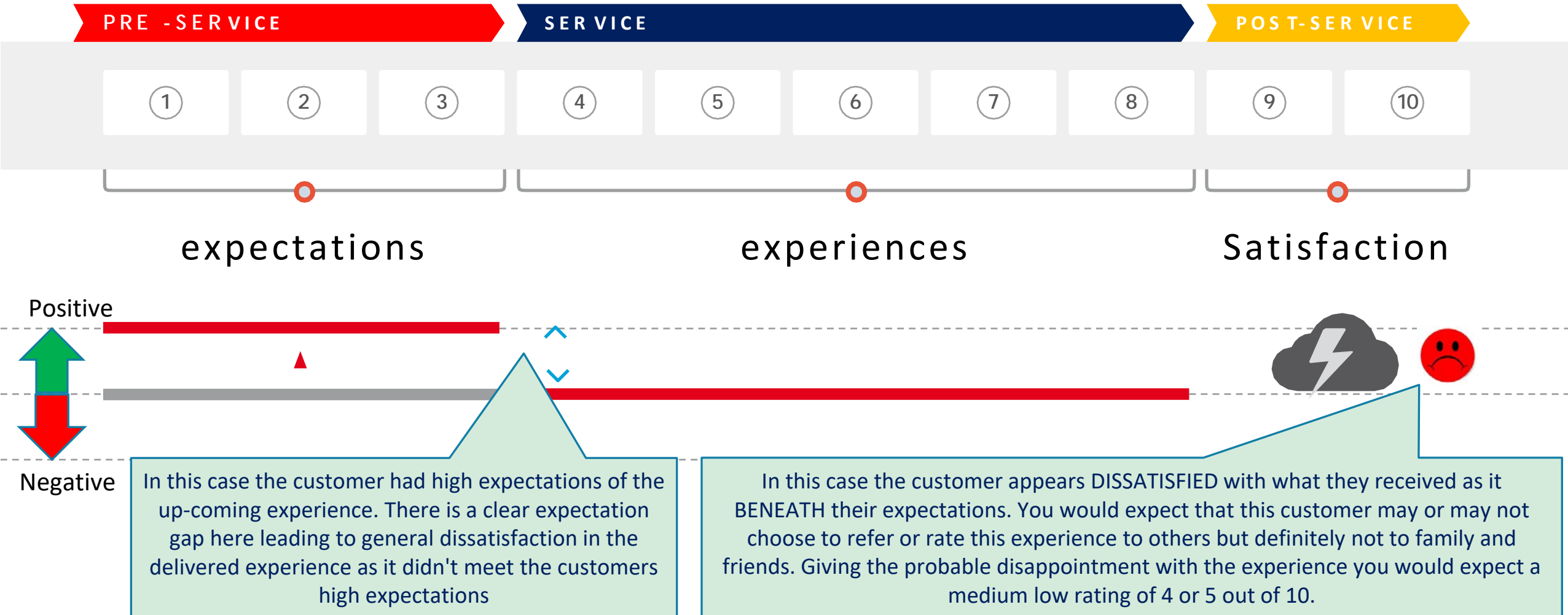
Satisfaction 😊 ⚡

The level of achieved satisfaction as perceived by an individual is the #1 driver and determinant of a willingness to refer, recommend or return.

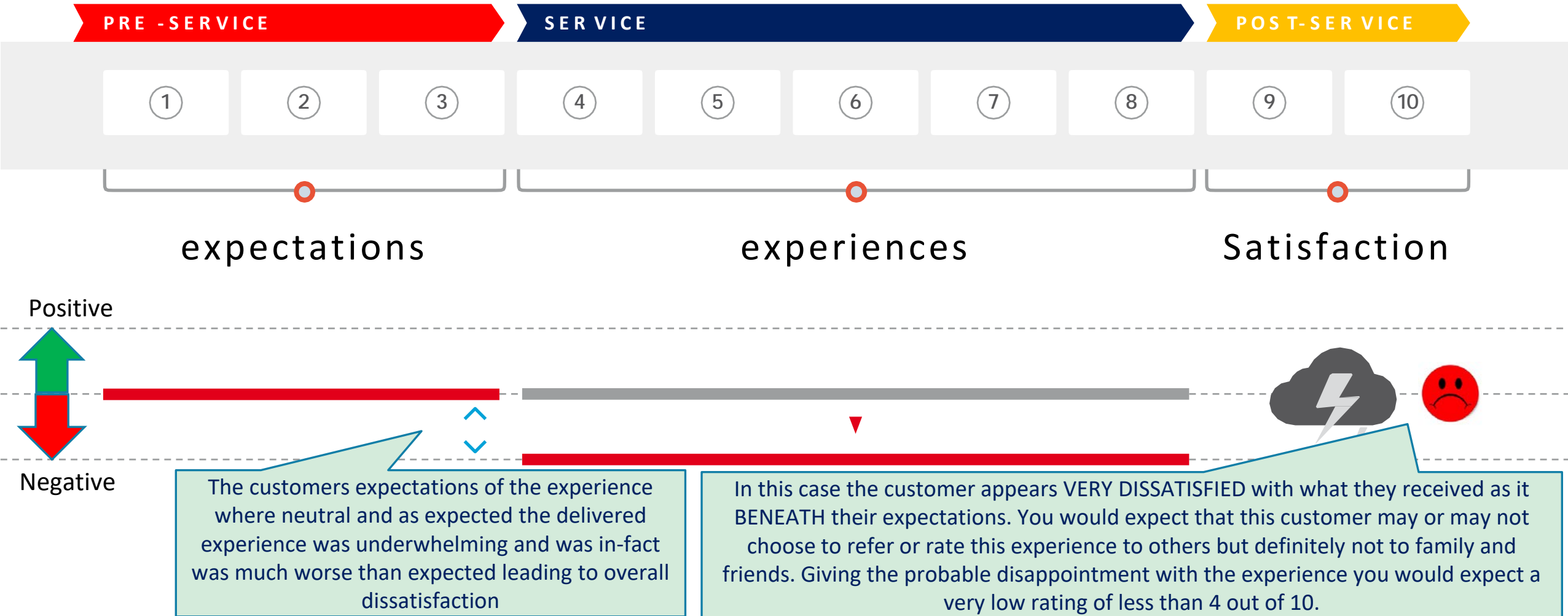
Customer Satisfaction



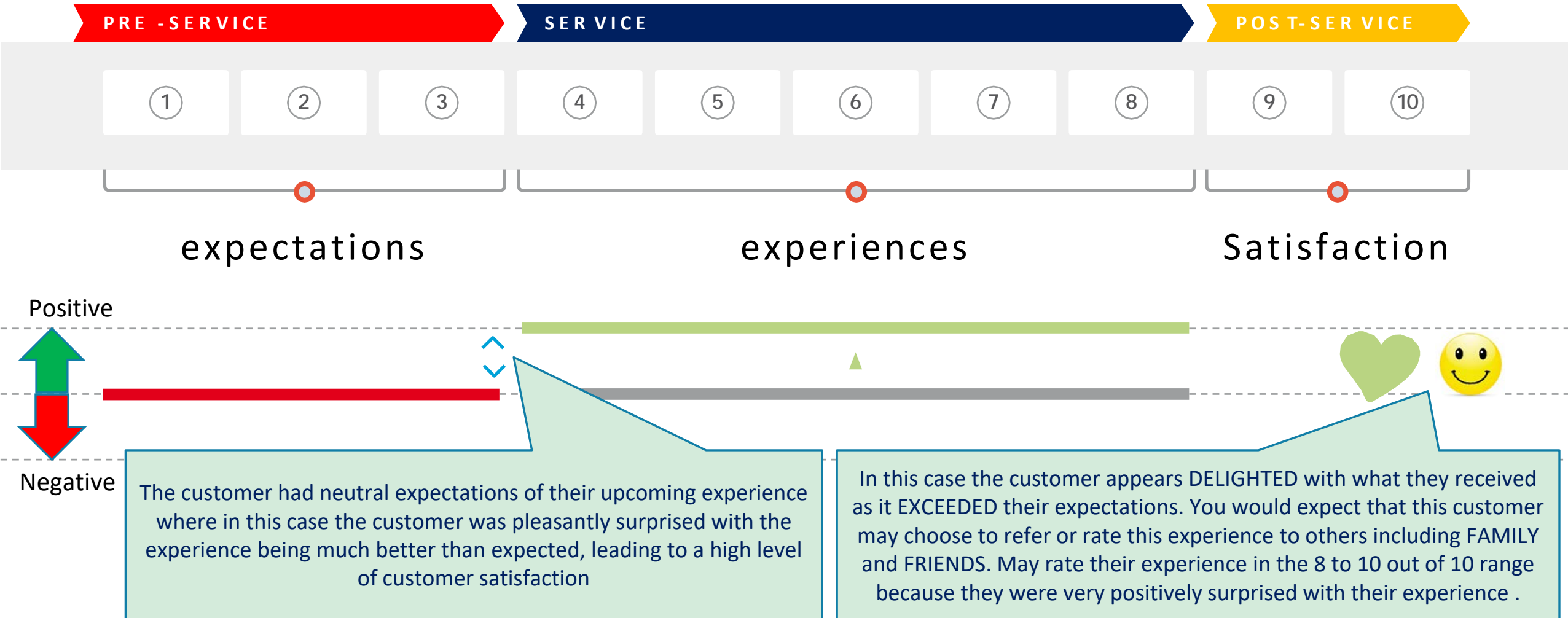
Customer Satisfaction



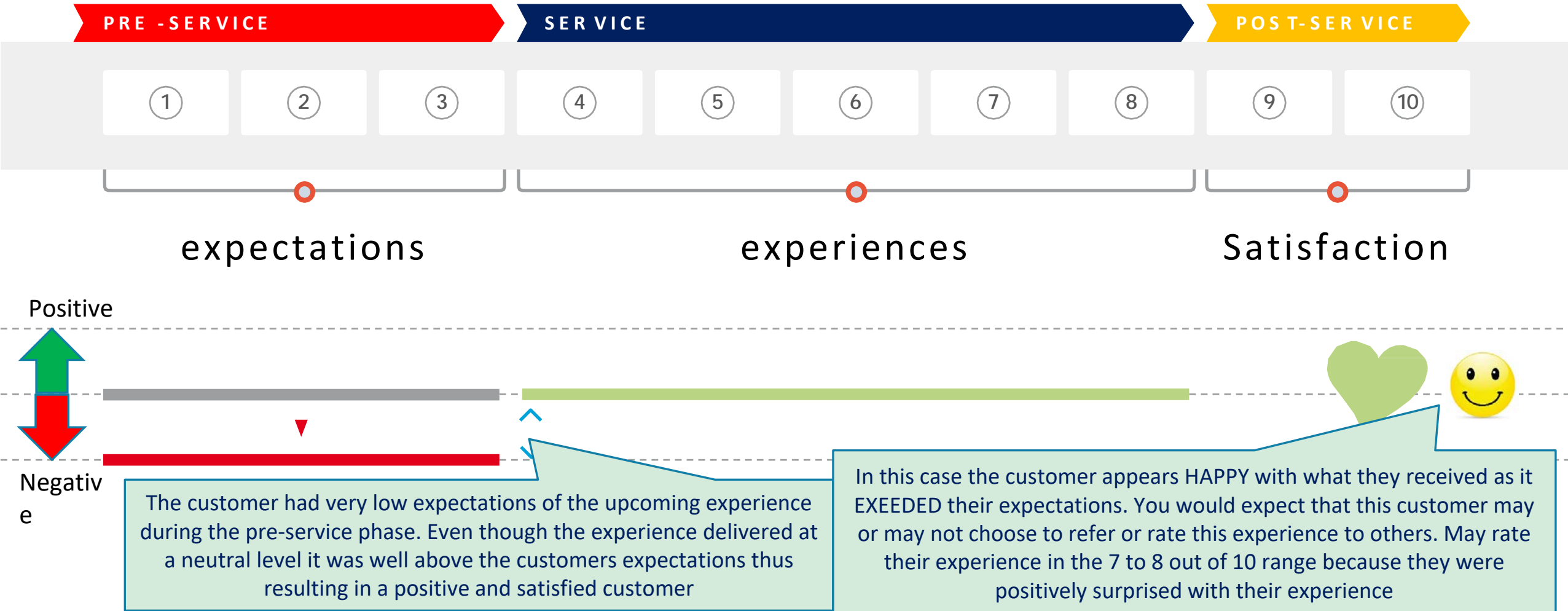
Customer Satisfaction



Customer Satisfaction



Customer Satisfaction



The Journey Mapping Process

1. Review Goals

Consider organisational goals for the product or service you are reviewing of designing, and specific goals for a customer journey mapping initiative. Are you mapping a potentially new product or service, and existing one? Are you looking to remedy or innovate or both?

2. Gather Research

Review all relevant customer research, which includes both **qualitative insights** and **quantitative findings** to provide insights into the customer experience of your **Persona**. Some useful research methods include;

- customer interviews
- ethnography & contextual inquiry
- Product and service step throughs
- customer surveys
- customer feedback/support/complaint logs
- web analytics
- social media listening
- and competitive intelligence

3. Select and Develop Customer Personas

4. Empathy map

Empathy maps are a depiction of the various facets of a persona and his or her experiences in a given scenario. This exercise helps organize our observations, build a deeper understanding of customers' experiences, and draw out surprising insights into what customers need. The goal is to get a well-rounded sense of how it feels to be that persona in this experience, specifically focusing on what they're thinking, feeling, seeing, hearing, saying and doing

The Journey Mapping Process

5. Touchpoint, Interactions and Channel brainstorms

As a team, generate a list of the customer touchpoints and the channels on which those touchpoints occur today. Then brainstorm additional touchpoints and/or channels that can be incorporated in the future journeys you will be mapping.

6. Brainstorm with lenses (POV and/or Context)

The goal of lensed brainstorming is to generate as many ideas as possible in a short period of time. These ideas can be used to improve, adapt, innovate or create the customer's journey. To gain focus as you generate ideas you use "lenses"—words representing key concepts, brand attributes or mindsets that help us look at a problem or scenario in a different way. This activity ensures that every voice on the journey mapping team is heard and generates a huge inventory of ideas.

7. Affinity diagram

This is a method to visually organize ideas and find cohesion in the team's concepts. Affinity diagramming helps us shift from casting a wide net in exploring many possibilities, to gaining focus on the right solutions for this audience. This assists in considering where and how you might combine, refine, and remove ideas to form a cohesive vision of the future customer experience.

The Journey Mapping Process

8. Sketch the journey

This is where we bring together all the pieces: timeline, touchpoints, channels, emotional highs and lows, and all the great new ideas you have generated for how to improve the future customer journey. Get creative with how you lay it out—it doesn't have to be a standard left to right timeline. It could be circular or helical. It could be one large map or it could be an interactive, clickable piece with embedded video. There are no templates, and there are infinite possibilities.

9. Refine and digitize

Journeys don't always become a sophisticated deliverable—sometimes they begin and end as sticky notes on a wall or sketches on a whiteboard. But most of the time, when you go through the activities to arrive at a solid customer journey map, you want to polish it, leverage it in your work and share it with colleagues across the organisation. While journey maps are usually a tangible deliverable, like the one above, the process of journey mapping is what's most important – it pushes us to think deeply about how we can use experience design to have a positive impact on our customers.

10. Share and use

It can be beneficial to maintain journey maps over time. For example, you could set a time each quarter or year to evaluate how your current customer experience matches your documented vision journeys. If your organization tracks quantitative KPIs, you can integrate these into a journey benchmarking process. Socialising journeys among stakeholders is critical in moving your organization toward action. In addition to prioritization, the output of a journey map can serve as a backbone for strategic recommendations and more tactical initiatives.

The Journey Mapping Process

Required components to create an effective a Customer Journey Map

One or More Personas

The main characters that illustrate the needs, goals, thoughts, feelings, opinions, expectations, and pain points of the user;

A Timeline

A finite amount of time (e.g. 1 week or 1 year) or variable phases (e.g. awareness, decision-making, purchase, renewal);

Emotions

Peaks and valleys illustrating frustration, anxiety, happiness etc.; touchpoints: customer actions and interactions with the organization. This is the WHAT the customer is doing; and Channels: where interaction takes place and the context of use (e.g. website, native app, call centre, in-store if this is where they are interacting

Moments of Truth

A positive interaction that leaves a lasting impression, often planned for a touchpoint known to generate anxiety or frustration; and

Supporting Characters (not vital) peripheral individuals (external suppliers, family, friends, colleagues, etc) who may contribute to the experience.

Rail Europe Experience Map

Guiding Principles

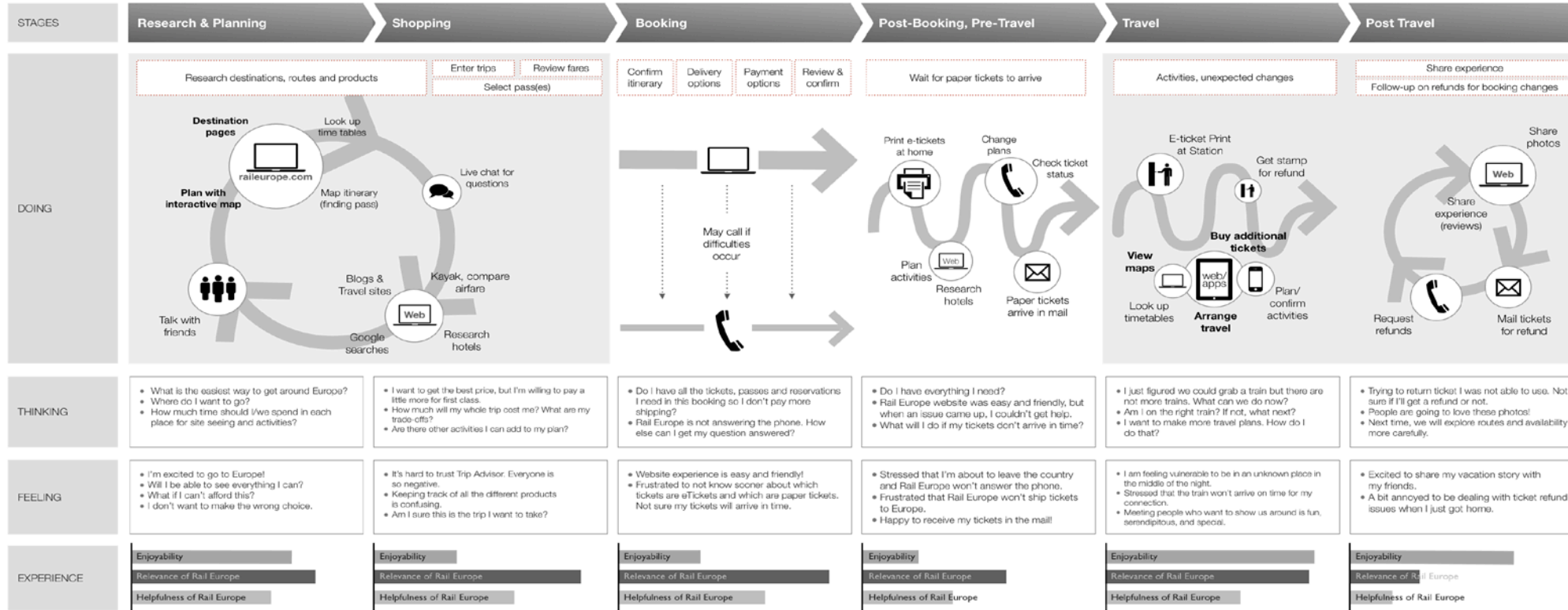
People choose rail travel because it is convenient, easy, and flexible.

Rail booking is only one part of people's larger travel process.

People build their travel plans over time.

People value service that is respectful, effective and personable.

Customer Journey



Lens

Journey Model

Qualitative Insights

Quantitative Information

Opportunities

GLOBAL	PLANNING, SHOPPING, BOOKING	POST-BOOK, TRAVEL, POST-TRAVEL
<p>Communicate a clear value proposition.</p> <p>STAGE: Initial visit</p>	<p>Enable people to plan over time.</p> <p>STAGES: Planning, Shopping</p>	<p>Improve the paper ticket experience.</p> <p>STAGES: Post-Booking, Travel, Post-Travel</p>
<p>Help people get the help they need.</p> <p>STAGES: Global</p>	<p>Visualize the trip for planning and booking.</p> <p>STAGES: Planning, Shopping</p>	<p>Accommodate planning and booking in Europe too.</p> <p>STAGE: Traveling</p>
<p>Support people in creating their own solutions.</p> <p>STAGES: Global</p>	<p>Arm customers with information for making decisions.</p> <p>STAGES: Shopping, Booking</p>	<p>Proactively help people deal with change.</p> <p>STAGES: Post-Booking, Traveling</p>
<p>Make your customers into better, more savvy travelers.</p> <p>STAGES: Global</p>	<p>Connect planning, shopping and booking on the web.</p> <p>STAGES: Planning, Shopping, Booking</p>	<p>Communicate status clearly at all times.</p> <p>STAGES: Post-Booking, Post-Travel</p>
<p>Engage in social media with explicit purposes.</p> <p>STAGES: Global</p>	<p>Aggregate shipping with a reasonable timeline.</p> <p>STAGE: Booking</p>	

Takeaways

Information sources

- Stakeholder interviews
- Cognitive walkthroughs
- Customer Experience Survey
- Existing Rail Europe Documentation



Rail Europe Experience Map

Guiding Principles

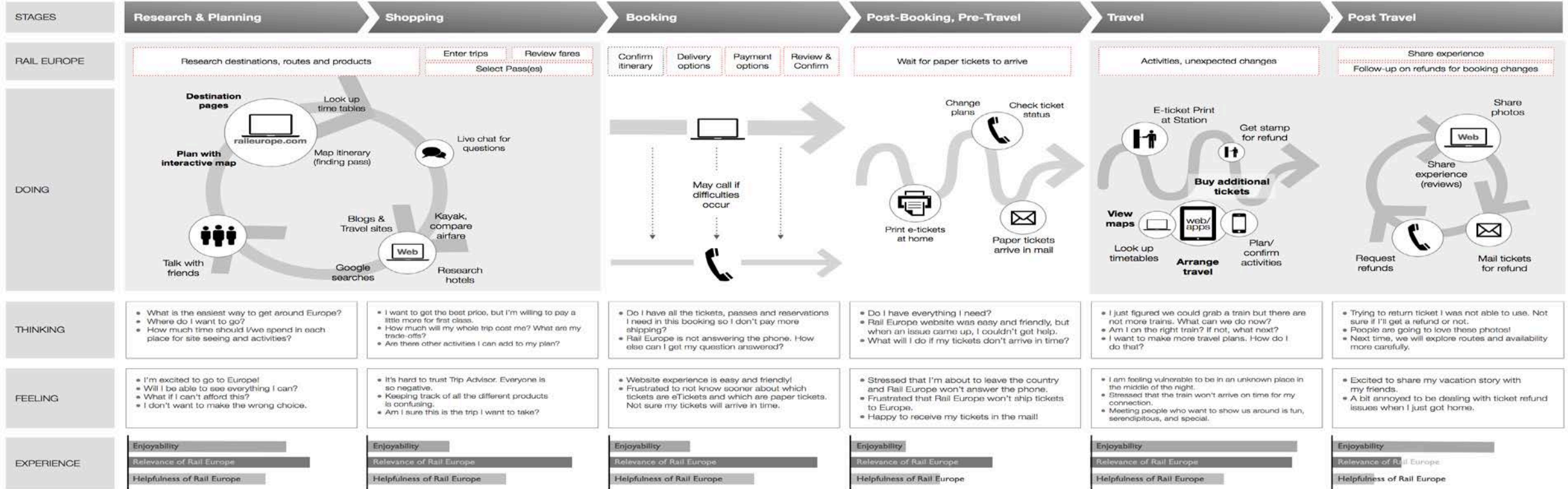
People choose rail travel because it is convenient, easy, and flexible.

Rail booking is only one part of people's larger travel process.

People build their travel plans over time.

People value service that is respectful, effective and personable.

Customer Journey



Opportunities

GLOBAL	PLANNING, SHOPPING, BOOKING	POST-BOOK, TRAVEL, POST-TRAVEL
<p>Communicate a clear value proposition.</p> <p>STAGE: Initial visit</p>	<p>Enable people to plan over time.</p> <p>STAGES: Planning, Shopping</p>	<p>Improve the paper ticket experience.</p> <p>STAGES: Post-Booking, Travel, Post-Travel</p>
<p>Help people get the help they need.</p> <p>STAGES: Global</p>	<p>Visualize the trip for planning and booking.</p> <p>STAGES: Planning, Shopping</p>	<p>Accommodate planning and booking in Europe too.</p> <p>STAGE: Traveling</p>
<p>Support people in creating their own solutions.</p> <p>STAGES: Global</p>	<p>Arm customers with information for making decisions.</p> <p>STAGES: Shopping, Booking</p>	<p>Proactively help people deal with change.</p> <p>STAGES: Post-Booking, Traveling</p>
<p>Make your customers into better, more savvy travelers.</p> <p>STAGES: Global</p>	<p>Connect planning, shopping and booking on the web.</p> <p>STAGES: Planning, Shopping, Booking</p>	<p>Communicate status clearly at all times.</p> <p>STAGES: Post-Booking, Post-Travel</p>
<p>Engage in social media with explicit purposes.</p> <p>STAGES: Global</p>	<p>Aggregate shipping with a reasonable timeline.</p> <p>STAGE: Booking</p>	







Information sources

Stakeholder interviews
Cognitive walkthroughs

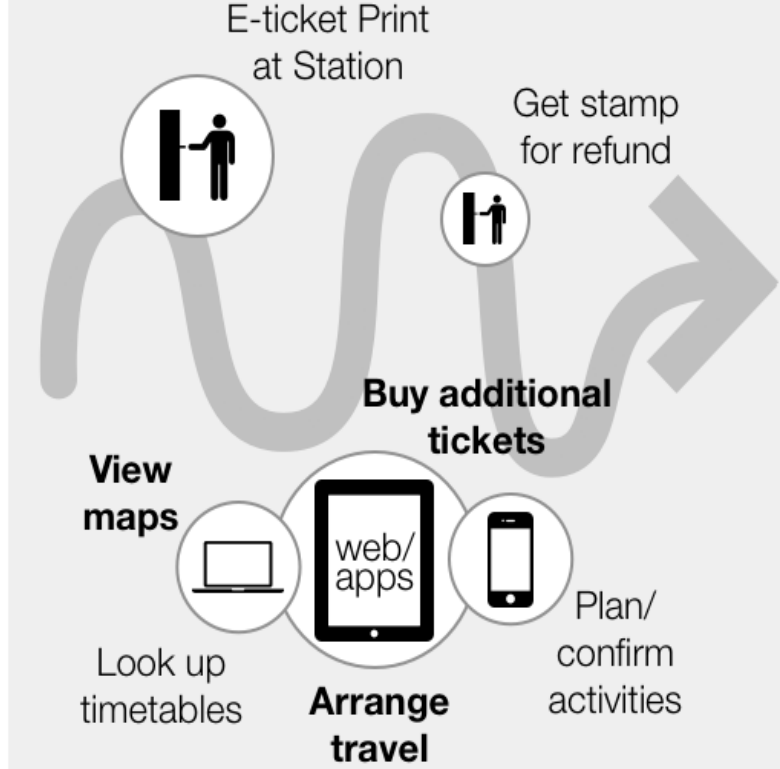
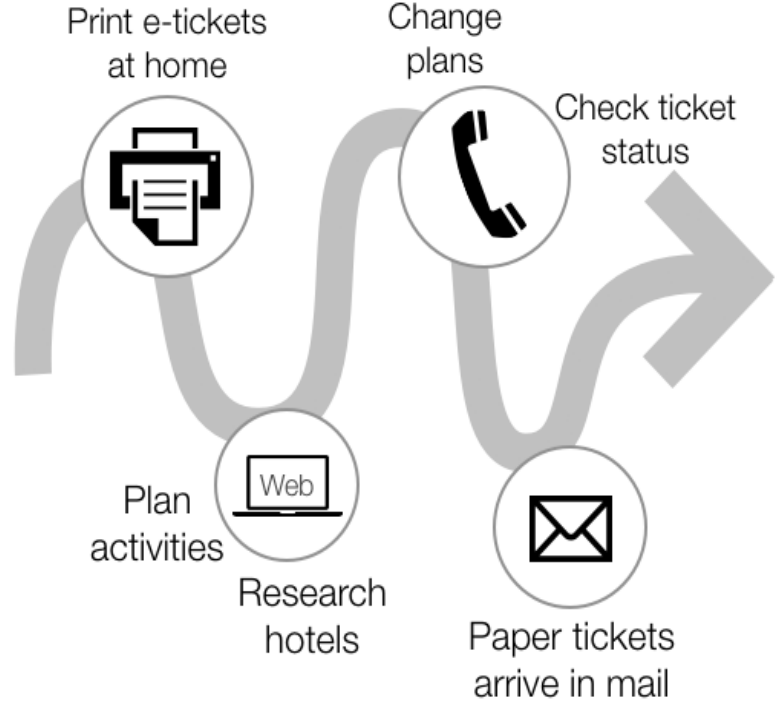
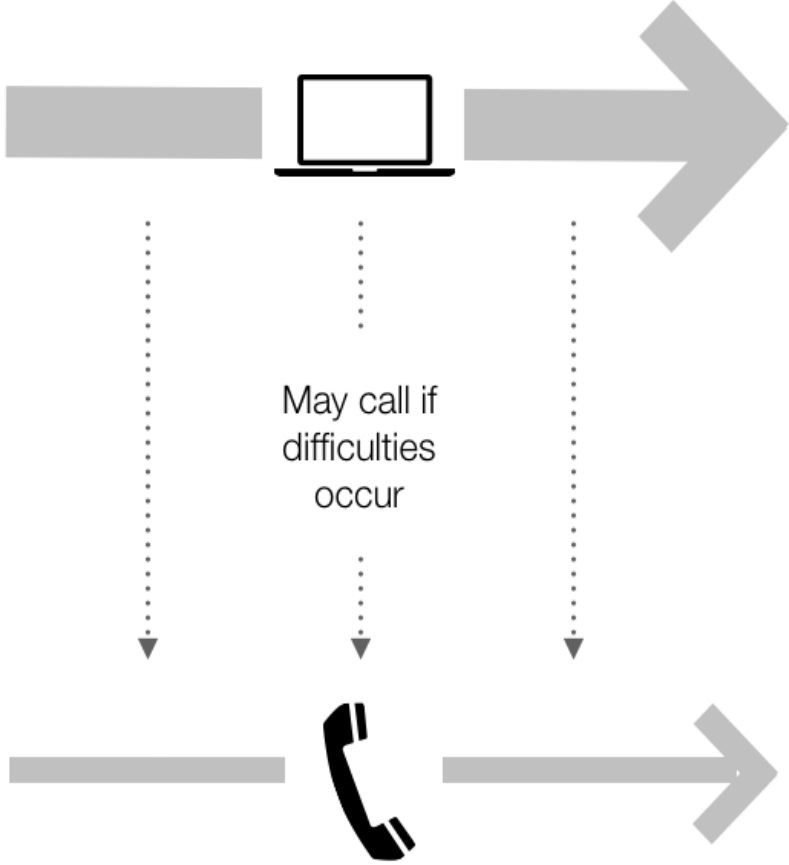
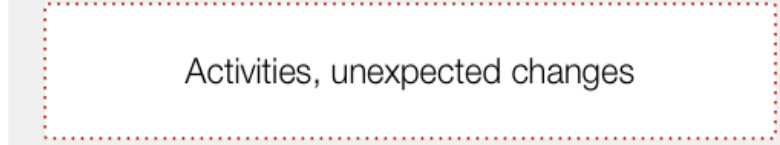
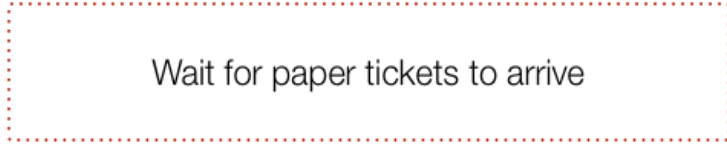
Customer Experience Survey
Existing Rail Europe Documentation



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 Resolve problems (info, payment, 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





Customer Empathy Mapping

How Would I Use an Empathy Map?

A sample empathy mapping session may be as follows: Assemble your team and have them bring any personas, data, or insights about the target of your empathy map. Print out or sketch the empathy map template on a large piece of paper or whiteboard. Hand each team member sticky notes and a marker. Each person should write down their thoughts on stickies. Ideally everyone would add at least one sticky to every section. You might ask questions, such as:

- What would the user be thinking & feeling? What are some of their worries and aspirations?
- What would their friends, colleagues, and boss be likely to say while the user is using our product? What would the user hear in these scenarios?
- What would the user see while using our product in their environment?
- What might the user be saying and/or doing while using our product? How would that change in a public or private setting?
- What are some of the user's pain points or fears when using our product?
- What gains might the user experience when using our product?

Very Simple Persona Profiles



"I am a juggler. I juggle a full-time job that has me on the road at least a few days a month and I am mom to two active kids. I need consistency, convenience, and caffeine!"

Name: Faye Weaver
Age: 46
Occupation: Account Director
Lives in: Chicago, IL
Personal: Married, two children

Persona: Business Traveler

Motivations

- Travels frequently, wants to have the stability of a favorite brand
- Uses coffee shops as a place for informal client meetings
- Often purchases gift cards, specialty food items, or merchandise for client and staff gifts; buys bulk coffee for home use
- Is active in her community when she has time; particularly interested in neighborhood issues

Goals

- Finding the nearest coffee shop that has meeting space and food
- Purchasing products
- Getting a reliable cup of coffee, quickly

Behaviors

- Web savvy
- Likes convenient ways to make purchases and track expenses



"I spend a lot of quality time with my computer, but I don't want to withdraw from the world just because I'm busy being a student."

Name: Lila Chan
Age: 20
Occupation: Student
Lives in: Seattle, WA
Personal: Single, no kids

Persona: Student

Motivations

- Cares about social responsibility, particularly sustainability and human rights
- Appreciates artisanal quality, despite her student budget
- Likes to try new foods and beverages
- Skeptical about large corporations, sensitive to being seen as a consumer of their products
- Considering a part-time job to help with expenses

Goals

- Shop at socially responsible businesses
- Spend time with friends in inexpensive ways

Behaviors

- High usage of smartphone, tablet
- Spends time on twitter, Facebook, and Instagram

Create your Customer's Persona Profile

Persona Profiles describe your key customer types so that you, your team, and everyone else can keep real people clearly in mind as they improve the experience

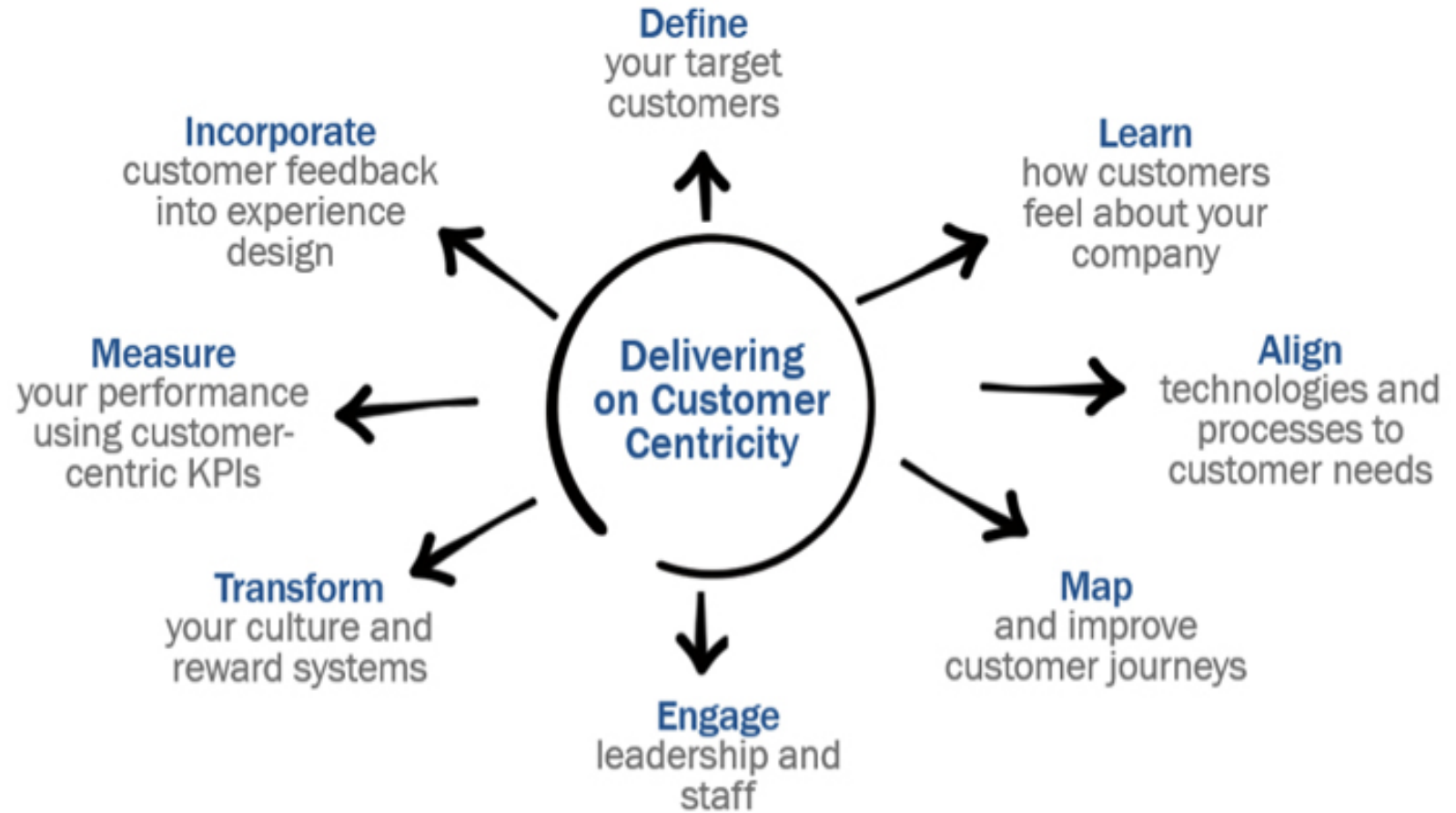
ADD PICTURE OR DRAWING	WHO AM I?	3 REASONS FOR ME TO ENGAGE WITH YOU 1. <hr/> 2. <hr/> 3.	3 REASONS FOR ME NOT TO ENGAGE WITH YOU 1. <hr/> 2. <hr/> 3.		
	PERSONA NAME: <hr/> CUSTOMER SEGMENT:	MY INTERESTS	MY PERSONALITY	MY SKILLS	MY DREAMS

Wrap Up of Today's Workshop

Review of the key points and takeaways from today's workshop and workshop closing comments

Customer Centricity - Building an effective and on-going service culture across your entire experience delivery

The entire concept of designing and delivering experiences and services that customer will love, return for, pay more for and advocate because it is designed and delivered based upon their needs and expectations is CUSTOMER CENTRICITY – This customer as the focus at the centre of the businesses thinking and planning.



Designed around the customer's experience

Brand
Centric



Customer
Centric



Basic Elements of Journey Mapping



Keep Your Map Alive, Useful and Relevant

Prevent your journey map from becoming a dust collector!

Have a plan to:

- Have a long-term plan in mind
- Appoint map “owners” who are committed to keeping projects on track
- Remember, mapping is not a “One & Done” project. Businesses are always evolving & maps should too to reflect the current state of the customer experience
- As you complete your initial assignment, we challenge you to think beyond the “project.”

A few ways to expand the use of your map to keep your customer experience initiatives moving forward:

- Measure touchpoint performance and add additional detail
- Use your map for employee training
- Map upcoming product launches or your desired future state

Creating a Basic Customer Journey Map

1. Start Small

Consider picking a specific scenario (application, enrollment, onboarding, etc.) to get started.

When doing so, it's a common practice to create a separate view that uses the columns as the steps in the scenario and the emotions/score for the rows

Place the touchpoints in a certain order in order to represent a hypothetical journey/path a customer would likely take for this scenario

2. Map the Current State First:

- Then, validate the current state
- Map with real customer feedback and insights
- Later you can map the future state

Mentoring

Operators that are involved in the mentoring program across the next 4 weeks will complete a practical customer journey map in a mentoring workbook

We will have two one on one sessions with me to coach them through the journey mapping process within their businesses

There will be a group session later in the month. Each business will have a completed journey map at the end of the program

We Can Help!



Does your latest project need assistance or support with Customer Experience Strategy and Implementation, Customer Journey Mapping or Service Design?

We are always just a phone call or email away...

Let's have a chat...

Email: ray@iimagine.com.au

Phone: +61 439039279

<http://www.iimagine.com.au>

Workshop Facilitator



Ray Schleibs MCom, BIntBus, CEng

Managing Director - iImagine Strategy

Ray is an experienced presenter and workshop facilitator with over 30 years' experience and success in leading organisations in the design, promotion and delivery of innovative, high impact customer experiences across the globe. Ray is a highly-regarded tourism business growth and competitive strategy specialist who has built his professional career working with and advising businesses and government across the tourism and hospitality sector in the effective integration and practical application of the latest thinking, innovations and practices in Business and Competitive Strategy, International Marketing and Distribution Strategy, Service and Experience Design, and Customer Centered Strategy. Ray has held executive and leadership roles with several tourism and travel organisation globally, including; Contiki Holidays, AAT Kings, Grand Circle, and BIG4 Holiday Parks.

Ray holds a Master's Degree in Business Strategy, a Bachelor's Degree in International Business (International Marketing and Corporate Strategy), along with qualifications in Electrical Engineering. He is also a graduate of both the Harvard Business School - Advanced Management Program and the Stanford University Design 'D' School - Design Thinking Program.

Thank You!

iimagine Strategy

