

Customer Journey Mapping

Developing a Customer-Centric Culture Through a Better Understanding of Customer Experiences

Overview

Everyday customers touch and interact with an organization in multiple ways. Each such customer interaction involves a journey that the customer undertakes, wherein the customer interfaces with the employees and the processes of the organization. A customer journey mapping exercise can help organizations understand these interactions in greater detail, and identify improvements toward delivering superior customer experiences. Over time, the ability to deliver favorable customer experiences can provide organizations with a sustainable competitive advantage.



What is a Customer Journey Mapping Exercise?

- A two to three hour work session facilitated by Burke.
- Attended by actual customers.
- Depending on the research objectives, similar sessions might also be conducted among front line employees and service owners.

What Occurs During the Mapping Workshop?

- In the most common format, current customers attending the session describe the current state of their experiences, and the facilitator draws out a visual map to capture these experiences.
- The visual aid is then re-presented to the attendees to confirm an accurate understanding of their experiences.
- Finally, customers are asked to provide feedback on positive and negative emotions they experience during their journey thus capturing customer emotion at each point in the journey.
- Other variants of journey mapping can include current customers describing the ideal state, and frontline staff and service owners describing the current or the ideal state.

What is the Deliverable of a Mapping Exercise?

- The mapping exercise produces a visual map that describes the current experiences of customers with a journey that is transactional in nature, and has a distinct start and finish point.
- The visual map describes not only what happens to the customer, but also how the customer reacts to the experiences, i.e. captures customer emotions.

What are the Benefits of a Customer Journey Mapping Session?

- Provides a holistic method of seeing in snapshot form – what is essentially a dynamic, living phenomenon.
- Shifts a company's focus from inside-out to outside-in (e.g., from a provider-centric view of customer experiences and transactions to a customer-centric view).
- Delivers a customer centric experience that cuts across organizational silos which can help deliver a seamless customer experience.
- Identifies the fail and confusion points which may not be known within the organization.
- Helps understand customer emotions during the interaction and how these can be best harnessed for greater customer loyalty.
- Identifies and prioritizes between competing internal resources to deliver on customer expectations.
- Powerful way of winning hearts and minds of frontline employees by giving them better understanding of customer expectations and requirements.

For more information:
Burke.com | info@burke.com
800.688.2674