Customer Journey Mapping

DELIVER THE ULTIMATE CUSTOMER EXPERIENCE AT EVERY TOUCHPOINT.

UNDERSTANDING THE CUSTOMER'S JOURNEY HELPS YOU IDENTIFY PRIORITY IMPROVEMENTS TO ENHANCE THE OVERALL EXPERIENCE

A comprehensive view of the customer's experience is key to any organization's decision-making process. Journey Mapping helps you understand the touchpoints that not only make up your customer's journey, but also **impact** their overall experience.

WIN WITH CUSTOMERS

As an "outside-in" approach, Journey Mapping encourages a customer-centric view of organizational decision-making. It focuses on understanding customer needs and requirements, and helps you determine if the experience is seamless across touchpoints. Journey Mapping provides a true view of your customer's journey and identifies the improvement opportunities that will have the most impact on their experience and your bottom line. At the end of the project, you will have a deliverable (infographic, map, report, etc.) that details your customers' journey and identifies improvement opportunities.

JOURNEY MAPPING HELPS YOU:

- Inform process improvements to support the brand promise
- Identify and prioritize opportunities to improve customer engagement
- Develop employee training
- Inform marketing communication efforts

THE PROCESS

01. BLUEPRINT

We hold a **work session with your team** to produce the "inside out" view of the journey to provide the structure for the external exploration. We gather **hypotheses as well as primary and secondary information** to provide the structure for the external exploration.

02. EXPLORE

We talk to customers to gain their "outside in" perspective of the journey and compare it to the blueprint to **refine our initial hypotheses**. The output guides the quantitative phase.

03. QUANTIFY

We identify **priority areas** for action based on the opinions of a **quantitative** sample of customers.We refine our knowledge of the journey with **incidence, frequency and relative impact**.

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