CUSTOMER JOURNEY

Goal: Improving the customer experience

The customer experience has been described by Johnston and Kong (2011) as the way the customer interacts with a service provider at different moments, and the way the customer feels on the basis of those interactions. It has an impact on customer satisfaction, loyalty, expectations and subsequent intentions. The customer co-creates (co-performs) the service with the provider in order to realize it, which makes it more than just a series of brief touch points [1]. A company or organisation can be incentivized to improve the customer experience by the prospect of enhancing competitive advantage or in response to a current crisis. The customer journey map can be as a tool in this improvement process. An "assumption" customer journey map can help determine which areas need to be researched further, serving as an artefact that can be validated with customers. Co-creating the map with customers is a possibility, as is creating a map based on qualitative data gathered through customer interviews, in-context observations, or by asking customers to document their experiences with your product or service.

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How can I use it?

1 — **Identify** the customer segment you will analyse, your goals and your approach.

2 — **Collect** data internally. Identify touch points at which the customer interacts with you. Create a customer journey map with your assumptions and identify those that need more research.

3 — **Check** your assumptions by doing customer research. Complete the customer journey map based on analysis of your research.

4 — **Consider** which changes could be implemented and prioritise. Involve people who deliver the service in the change process.

[1] Robert, J., Kong, X. (2011) "The customer experience: a road-map for improvement", Managing Service Quality: An International Journal 21.1, pp. 5 - 24

NETWORK PARTNER

ImpactCity

CUSTOMER JOURNEY

CUSTOMER SEGMENT OR PERSONA

Design for people

GOAL						
PHASE *E.g. awareness, research, purchase, experience.*						
INTERACTIONS *E.g. browse website, submit application. Group the actions according to the phase they belong to.*						
CHANNEL *E.g. phone, website*						
EXPECTATIONS						
THOUGHTS & FEELINGS						
ISSUES *What can be improved?*						

OVERALL EXPERIENCE

SUBSEQUENT INTENTIONS
E.g. the customer will repurchase the product, the customer will leave a bad review.