Mapping the Customer Journey to Improve CEM Playbook Effectiveness

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Featured Speakers

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Customer Experience
Journey Mapping

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Janet LeBlanc + Associates
Core Capabilities to Drive Customer-Led Growth

Janet LeBlanc

“We partner with private and public sector leadership teams to develop customer strategies that drive business performance. Our goal is to help you create and sustain a customer-centric culture.”

✓ Leadership Engagement
✓ Customer Insights
✓ Customer Experience Design
✓ Performance Management

Transforming Your Customer Experience

ALIGN
Align the leadership team for its role in driving a customer-centric culture

ANALYZE
Analyze the end-to-end customer experience to identify what customers value most

DEVELOP
Develop the ideal customer experience and prepare employees for change

MEASURE
Measure and reward customer experience improvements
Transforming Your Customer Experience

Customer Experience Journey Mapping

ANALYZE
Analyze the end-to-end customer experience to identify what customers value most

DEVELOP
Develop the ideal customer experience and prepare employees for change
How customers perceive interactions with your organization—both what they think happened and how they feel about what happened.
Employees who are in touch with customers tend to have a special emotional connection with them.
Customer Experience Journey Mapping

**Review / gather what is known about the customer experience**
- Incorporate what you already know and have done (internal material and research)
- Define key target customer segments / develop customer persona
- Identify assumptions, barriers and limitations

**Map the current customer experience**
- Understand the current customer experience(s) in terms of accessibility, influencers, steps, resources, time, cost, etc.
- Isolate key pleasure, pain and combustion points and identify key activities that matter most

**Understand how the experience affects customers**
- Gain customer’s perspective on key pleasure, pain and combustion points
- Uncover the emotional determinants of a WOW! experience

**Create a roadmap for change**
- Scope key gaps versus the ideal and/or desired experience
- Prioritize gaps and key opportunities over short, medium and long-term
Developing the Journey Map

- Friends & Family
  - My hearing isn't very good
    - Calls PCP to make an appointment
      - Basic examination
        - Evidence of hearing loss?
          - No
            - Ear Cleaning
              - To be continued
          - Yes
            - PCP makes appointment with Audiologist
              - To be continued

- Hard of Hearing Sites
  - Social Media

- Customer Activity
  - Question
  - Company Touchpoint
  - External Touchpoint

- Video Ear Inspection
  - Computerized hearing evaluation
    - Audiolist consultation and explanation of results
      - Audiologist arranges follow-up for ear Impressions
        - Yes
          - Hearing Aids Warranted?
            - Yes
              - Hearing Aid Solutions & Options
            - No
              - END
        - No
          - END

END
Developing the Journey Map

FOCUSING ON THE PRACTICAL DESPITE THE TURMOIL

ESTABLISHING THE INJECTION RITUAL
Guiding Principles / Key Insights

Consumers don’t want a lot of extra packaging.

Sorting waste is complex.

Managing waste within a household is messy and takes up a lot of space.

Citizens will do the ‘right thing’ if the benefit is clear.

STAGES

Generate Waste

Sort/Discard Waste

City Collects Waste

Post-Collection Bin Retrieval

CITY AREA

Home

3-1-1 website

Sticker on Bins

Posters / PSAs

Rcollect Tool

Radio PSA

Collection Calendar

3-1-1 website

DOING

Purchased packaged products

Remove packaging

Cardboard Plastic Garbage Waste

Establish waste ‘system’

Transfer from house to City collection bins

Can’t be bothered to figure it out

Transfer waste at curb

Check online calendar or recollect tool email

City (or 3rd party) collects waste

Contact City if bin was missed

Collect bins at curb

Clean bin (if required)

THINKING

• Can this stuff be recycled or do I throw it out?

• What goes where? What can be recycled and what needs to be thrown out? What is easiest?

• There are a lot of bins to carry out.

• Why is the bin in the middle of my driveway?

FEELING

• I’m annoyed / inconvenienced.

• I’m frustrated. I don’t have time to sort all this waste and how do I know if I am doing it right?

• I’m stressed and/or rushed. I need to get the bin to the curb before I leave for work.

• I’m not satisfied/angry! My bin was not emptied / my bin was tagged / my bin is now broken.

MOMENT OF TRUTH

• Decision to recycle rests with it being quick and easy to do.

• Knowing what goes into each bin is key - having this info available and easy to find.

• Knowing when collection takes place and what gets put out - using channels provided.

• Bin is back where I left it and emptied. If not, satisfaction with the service is diminished.

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# Identifying Priorities for Change

| **Moment Of Truth / Moments That Matter Most** | The interaction between a client and the organization that gives the client an opportunity to form (or change) an impression about the organization. These are the most critical points for the client—areas of pain or opportunities to delight. |
| **Standards / Expectations** | Establish what the client would expect in terms of time, approach, follow-up, etc. Identify areas to reinforce your brand promise. |
| **Key Barriers** | List the barriers that exist today to achieving the ideal experience. |
| **Priority Initiatives—People, Process, Technology** | Based on the current barriers, identify the priority initiatives in terms of people, process, and technology. |
Using Journey Mapping for Change

✓ Share your Customer Experience Journey Map widely across the organization and brand team to finesse the map and share insights with key stakeholders across an organization.

✓ Use the Experience Map as part of an ideation session, as input into business process mapping improvements, and for training and development purposes.

✓ Communicate the importance of the customer experience to business performance and to measure improvements over time.
Customer Experience Journey Mapping
Thanks for Your Participation

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