


Breakthrough Performance
Further, faster, together



Customer Strategy & Planning 2016

Welcome to Stratford upon Avon
25th and 26th April 2016 Shakespeare 400

 #ForumConf

Customer Journey Mapping

Before we start

- **Introduce yourselves on your table**
- **What made you interested to come to this session? What are your questions?**

Welcome

Stand up and meet someone you haven't yet met ...

- Introduce yourselves briefly
- What does Customer Journey Mapping mean to you?
- How do you think you could use this in your organisation?

This session is not being recorded.

Customer Journey Mapping

- Introduction to concept
- Round table discussions
- Questions to panel
- Contact the presenter or the Forum team if you would like support in this area. Take time to speak to the presenters after the session.



-Nicola Callan-

Head of Learning & Engagement
The Forum
Session Chair

Welcome



-Nicola Callan-

Head of Engagement &
Learning



-Chris Rainsforth-

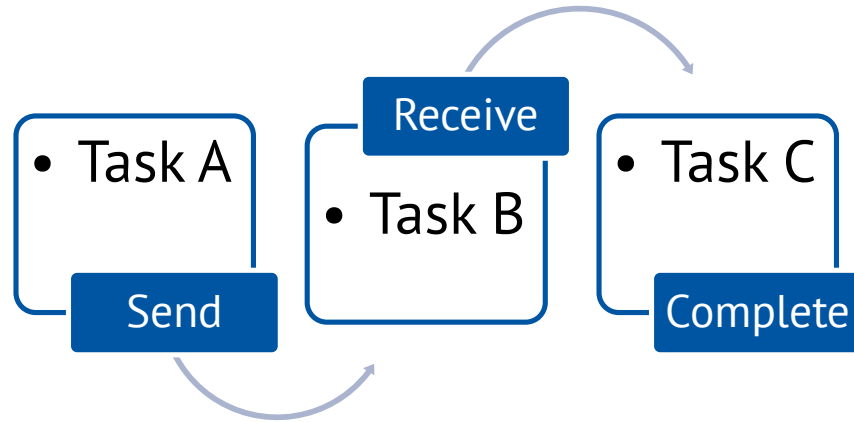
Quality & Customer
Experience Forum Lead



-Gary Timlin-

Associate Director, Cross 8

Process vs Customer Journey



Customer Journey



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Customer Journey Mapping – Getting Started

Cross 8

Gary Timlin

Associate Director

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Customer Journeys Explained

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Contents

- What Are Customer Journeys
- Defining Your Customer Journeys
- Mapping Your Customer Journeys
- Understanding Your Journey Gaps

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What are customer journeys?

- Customer Journeys describe and track the end to end experiences customers have as they encounter a service or set of services, taking into account not only what happens to them, but also their responses to these experiences. It is about knowing what happens to customers when they do business with you, knowing how they react, and how it makes them feel — every step of the way.

Leading companies who have begun the Journey



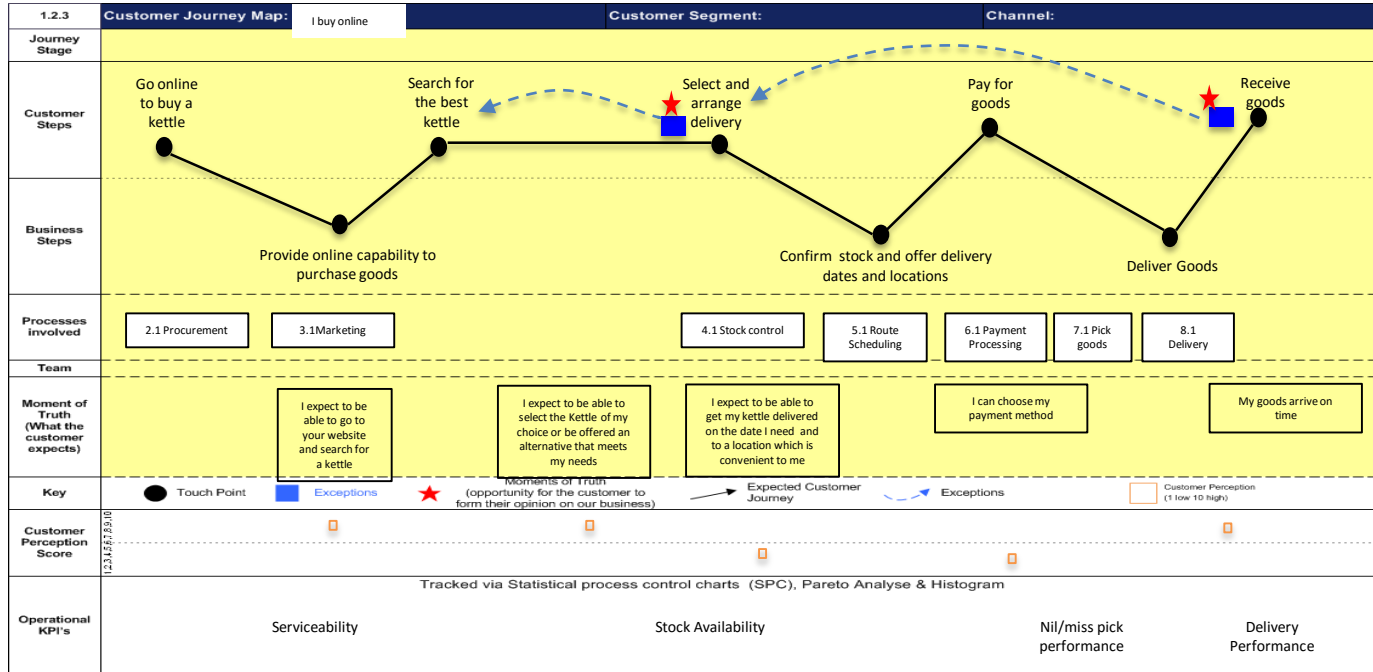
There are clear benefits of customer journey mapping ... both for the business and its customers.

- It identifies data and hand off points to better understand the role that each department plays in the overall customer focused strategy.
- It reveals opportunities to create customer satisfaction and improve the end-to-end experience.
- Understanding which touch points are most important and are critical to your businesses success (Moments of Truth).
- Provides insights into where your company should be investing to improve the customer experience.
- It also helps determine which touch points require less focus..

To really have a meaningful impact on customer experience, customer journey maps have to be firmly integrated into decision-making processes.

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Example Customer Journey Map

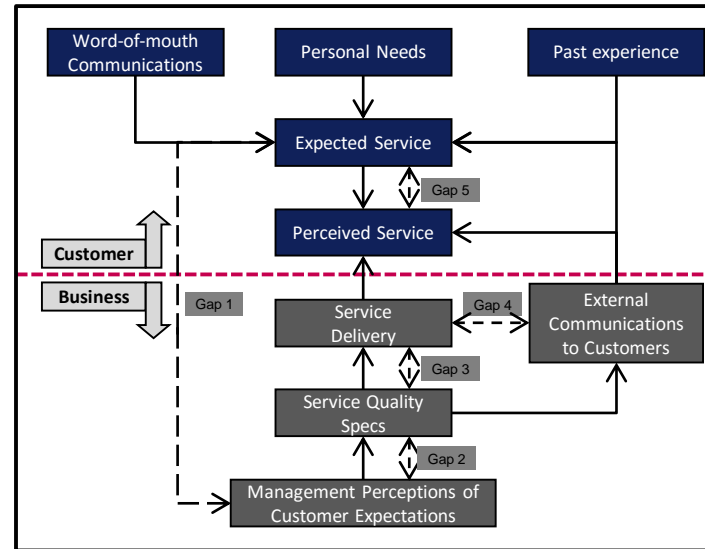


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Understanding And Monitoring Your Journey Gaps

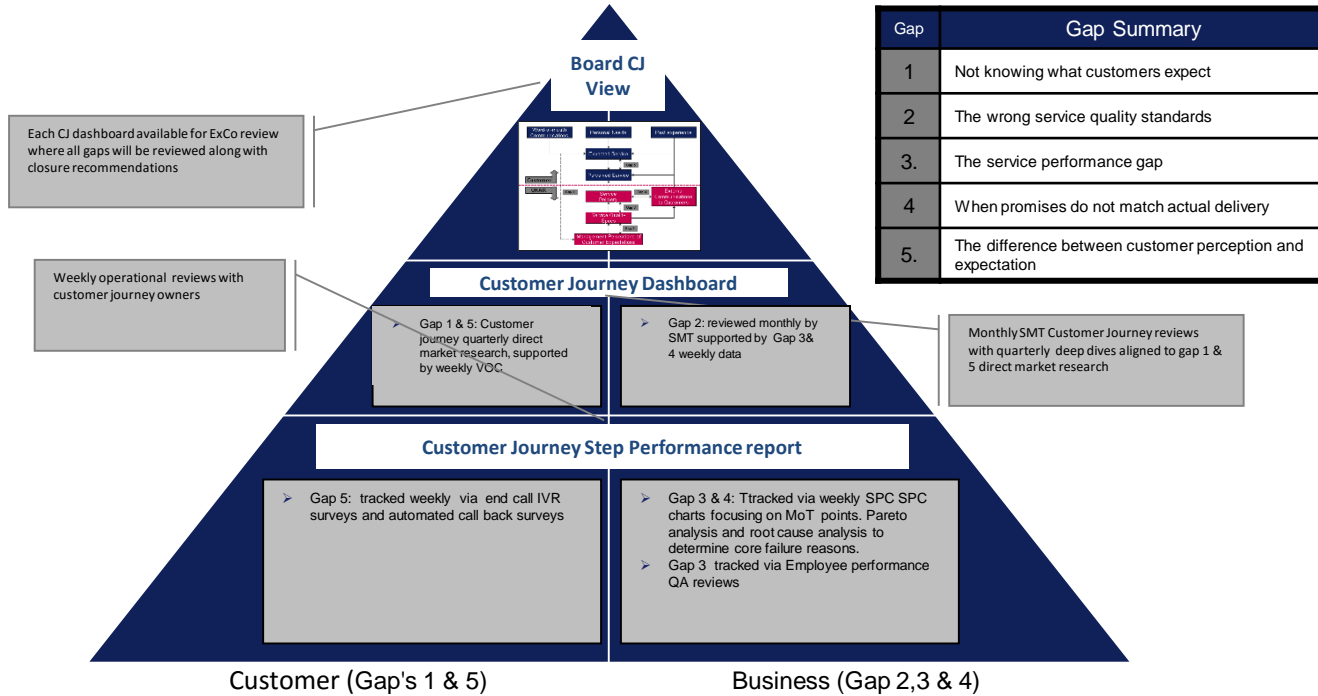
- Each customer Journey can be monitored via a five point service gap model.

Gap	Gap Summary
1	Not knowing what customers expect
2	The wrong service quality standards
3.	The service performance gap
4	When promises do not match actual delivery
5.	The difference between customer perception and expectation



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Customer Journey Monitoring



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Thank You

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Round table discussion

In your table groups, discuss...

- What was the most significant part of this for you?
- Which ideas may be transferable to your organisation?
- What is your top question?

Question Time



-Chris Rainsforth-

Quality & Customer
Experience Forum Lead



-Gary Timlin-

Associate Director, Cross 8

Take a moment to reflect

Write down in your conference handbook:

- What you found most interesting and relevant for your organisation
- Key takeaways from this session and ideas you could implement
- How you could share these ideas with others (in your organisation or network)

Feedback: forms available if something hasn't met your expectation or you want to give a personal thank you to the speaker(s) because this blew you away

What's up Next


The afternoon sessions start at 14:00

- **VIP Suite**– Leadership Forum
- **Plenary**– Benchmark Research
- **Innovations 2**– Challenge Workshop
- **Networking**– Insights Standards Audit
- **Keynote Theatre**– Student Workshop

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Thank You


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The Forum
Raising Standards in
Customer Operations

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