

Successful journey mapping - 5 key lessons

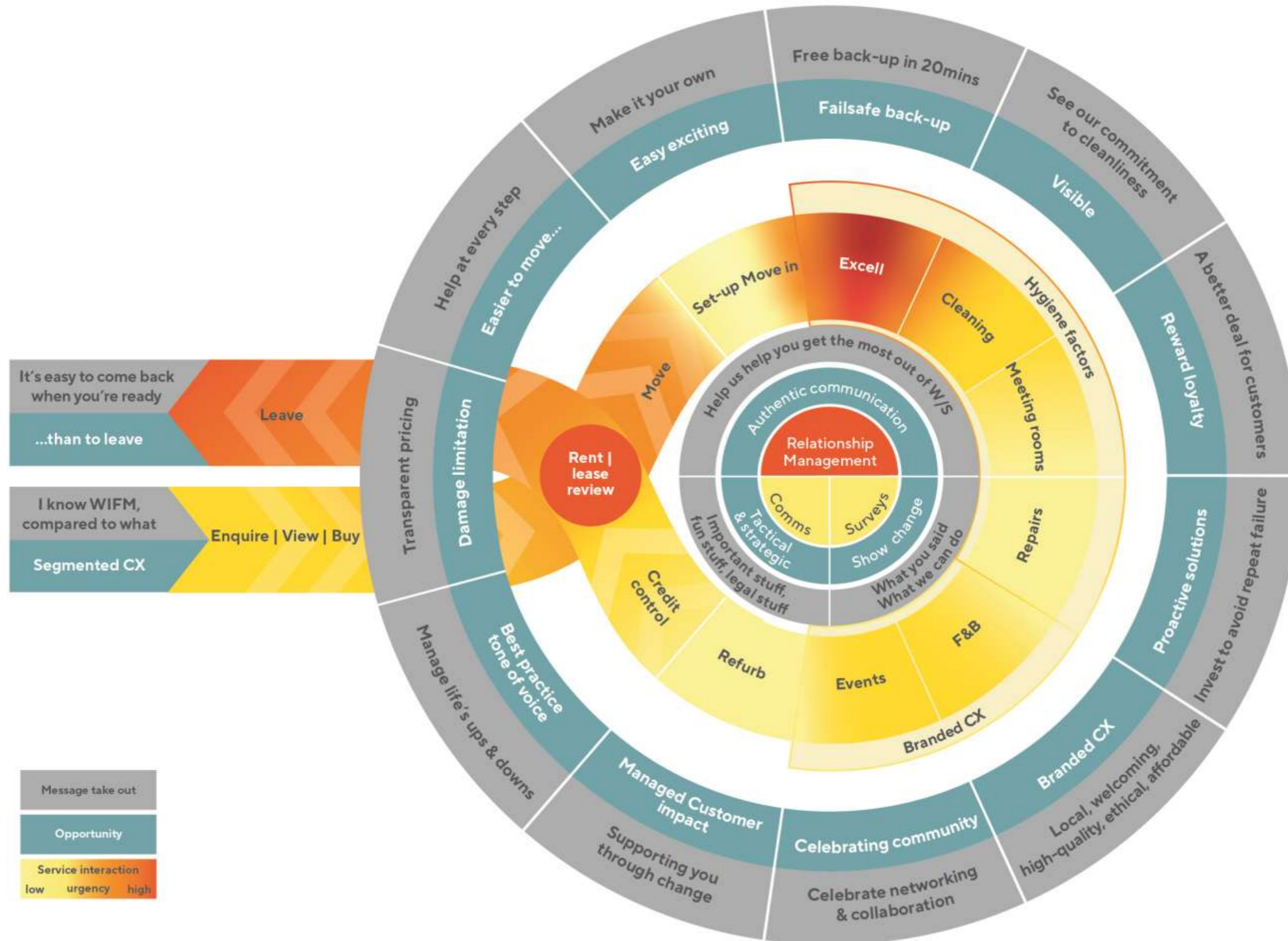


1. Start simple

“Simplicity is a great virtue but it requires hard work to achieve it and education to appreciate it. And to make matters worse: complexity sells better.”

Edsger Wybe Dijkstra

- You may have millions of customers and a dozen segments; start with just two typical, but different people
- Map the journey from their perspectives
 - ‘Voice of customer’
- Later you can add more layers
 - ‘Voice of front of house’, ‘voice of back office’, ‘voice of systems’ etc
- Simplify your map for onward presentation



What message should customers take from each touchpoint?

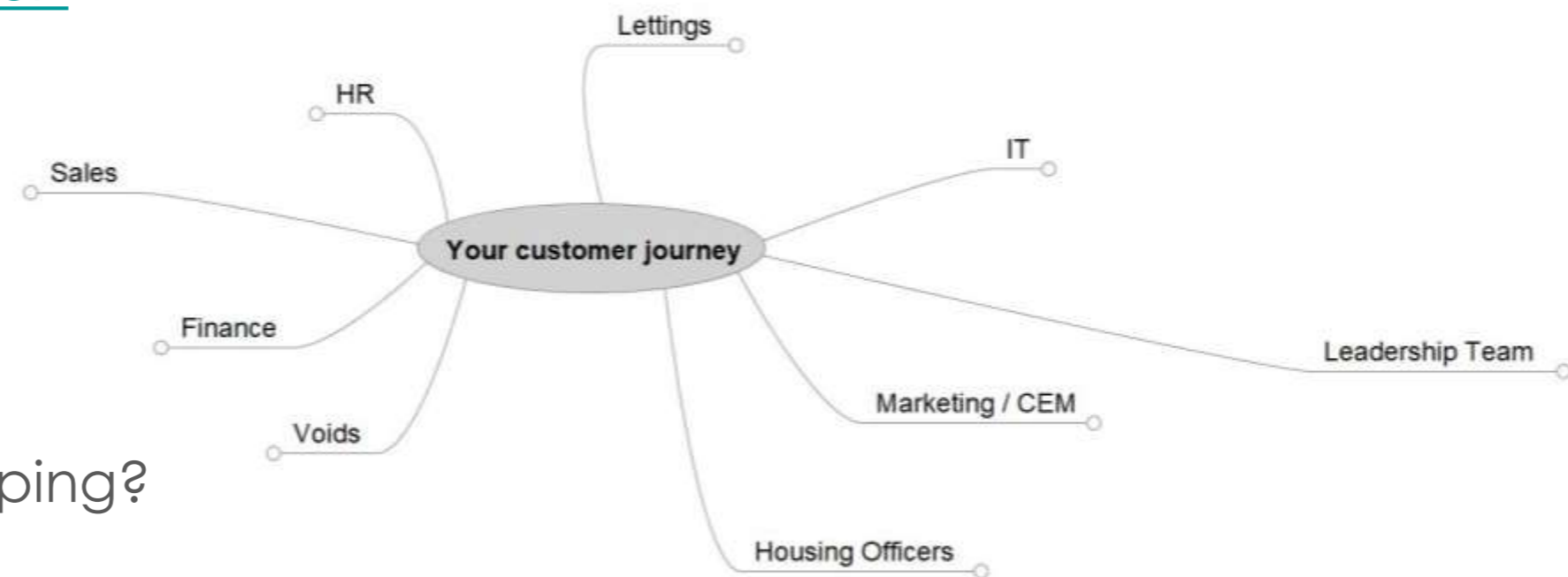
Message take out

Opportunity

Service interaction
low urgency high

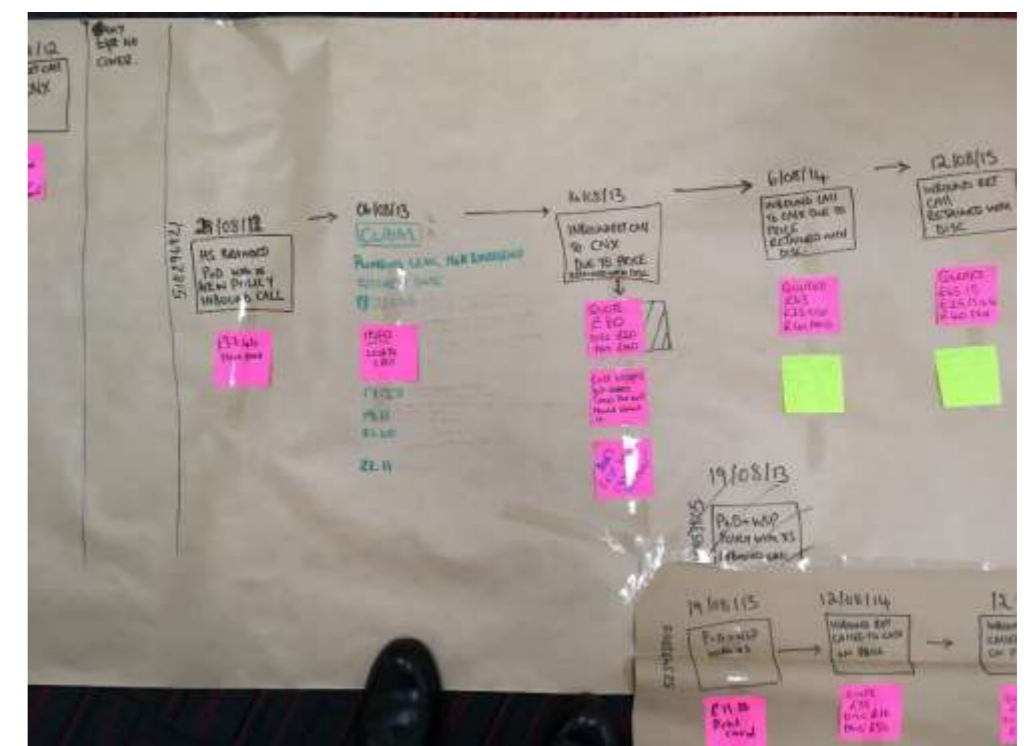
2. Engage stakeholders early

- Mapping can challenge the practice of every team
- Stakeholder engagement worksheet
 - <https://customerjourney.uk.com/customer-journey/stakeholder-engagement/>
- Four questions
 - What should they expect?
 - What's in it for them?
 - What will they need to do after the mapping?
 - Do they have any red lines?

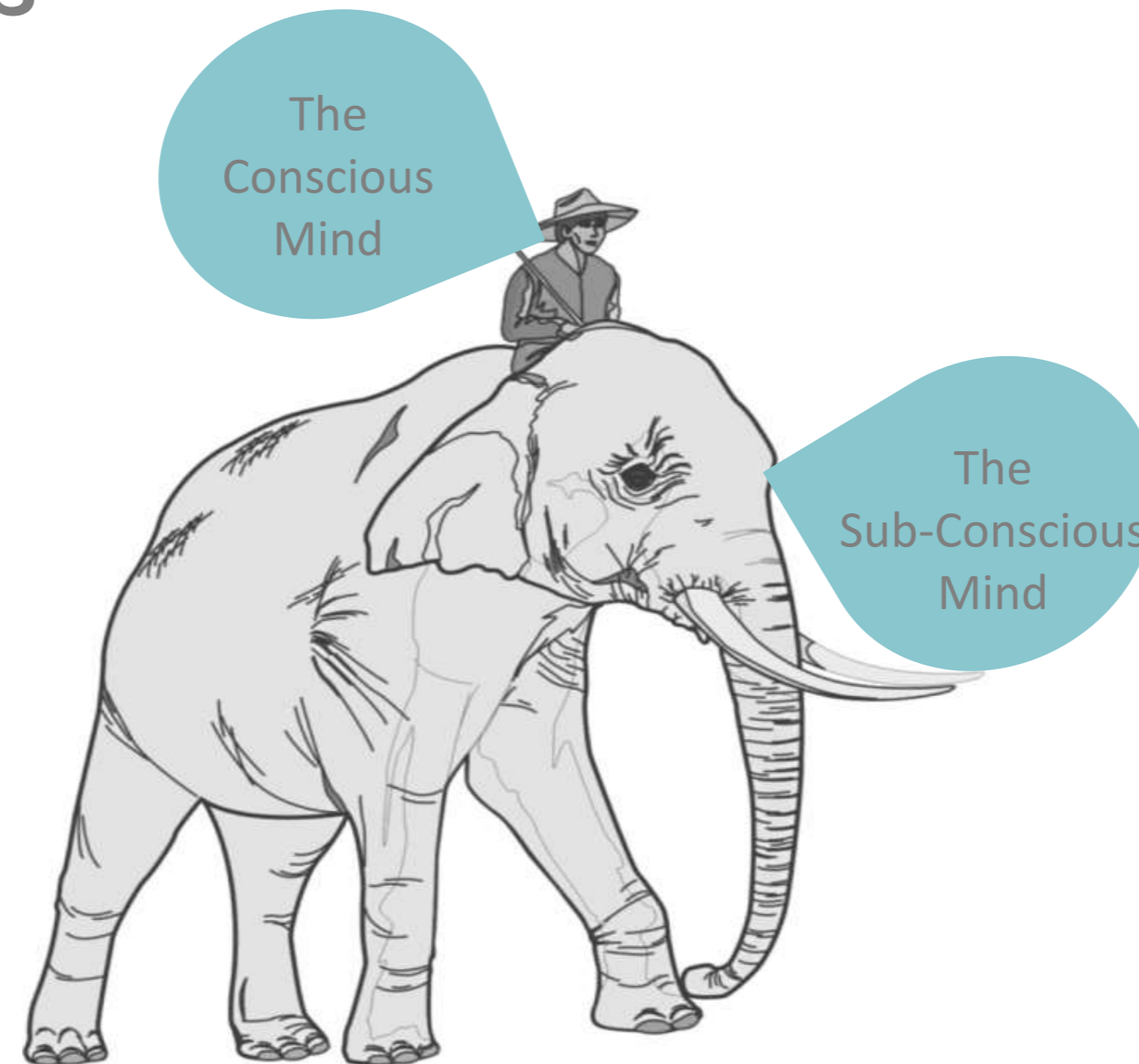


3. Ensure you have the single most important input to your journey map

- Customer Insight
 - What happens to our two typical customers?
 - How does it make them feel?
 - What do we need to do more of?
 - What do we need to fix?
- Qualitative research
- Real Customer Story



4. Tap into the power of emotions and the sub-conscious



Who is in control?

In computing terms it is said the conscious mind has **50 bits** of processing power compared to the sub-conscious, emotional mind with **11,000,000 bits²**.

² Daniel Kahneman: Thinking, Fast and Slow. Jonathan Haidt: The Happiness Hypothesis and The Righteous Mind

5. Use KPIs that drive change rather than justify inaction



CSAT (% V. Satisfied, Satisfied or neutral)	95%
Average satisfaction (1-10)	8.4/10
% scoring 1 – 3	3%
% scoring 8 - 10	76%

- For one Client customers scoring 8 for satisfaction were about 10% more likely to renew than those scoring 7
- Customers scoring 7 or under were more than three times more likely to complain than those scoring 8 or over
- But there was no difference in renewal for those scoring 8, 9 or 10

Opportunity to improve (% scoring 1 – 7)

24%



Thank you

Poll



- Describe your level of experience with Journey Mapping
 1. I am a beginner, I have had no hands on experience and want to learn
 2. I have read around the subject a lot but have very little or no hands on experience
 3. I have been involved in some Journey mapping projects but have never lead them and want to learn more
 4. I have lead journey mapping projects but want to further develop my skills and broaden my perspective
 5. I am an expert at Journey Mapping and CX

What is the single most important input to any journey map?



1. The hands on experience of your front line staff
2. A detailed understanding of the process that customers must go through
3. Understanding the systems and tech capabilities that underpin a journey
4. Qualitative customer insight
5. Quantitative customer insight/MI

Other projects

- There are smaller projects that we can explore for early delivery if the large projects are slower starting than we would hope
- For budgeting purposes you might also want to consider projects such as:
 - Internal CJT training for staff
 - Development of a CX 'brand immersion room'
 - Development of a CX MI strategy
 - Development of self-help templates for properties to conduct their own mapping

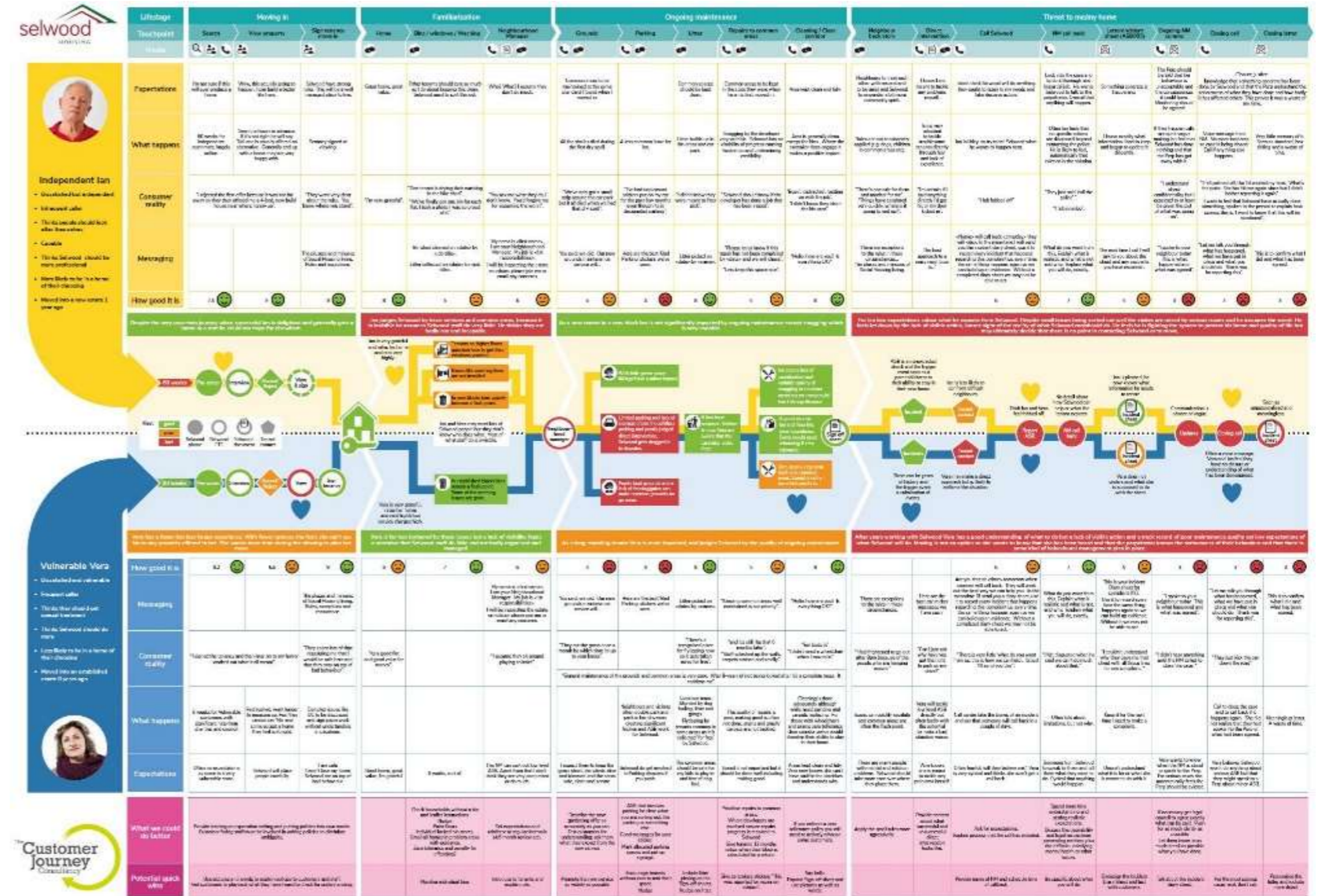


The Roadmap will look at issues such as how Journey Mapping can be embedded in the organisation. 'The House' at Nationwide Building Society is an example of one possible approach (see <https://customerjourney.uk.com/networking-fellow-cx-professionals/>)

Keep maps alive



- Review at least every six months
- Add new insight
- Update metrics
- Review progress on changes
- Review impact of changes





This image shows two detailed user journey maps. The top map is for 'Independent Jan' and the bottom map is for 'Vulnerable Vera'. Both maps are structured as tables with columns representing different stages of the user experience and rows representing different aspects of the user's needs and expectations. The maps include icons, text boxes, and progress indicators to show the flow of the user's journey.

Lifestage	Touchpoint	Needs	How we want to deliver	Signposting	Service	Disruption/Recovery	Navigation	On-going assistance	Threat to money home
Independent Jan	Information	They can't do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves
Independent Jan	What support	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves
Independent Jan	Customer reality	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves
Independent Jan	Messages	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves
Independent Jan	How good it is	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves
Vulnerable Vera	Information	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves
Vulnerable Vera	What support	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves
Vulnerable Vera	Customer reality	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves
Vulnerable Vera	Messages	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves
Vulnerable Vera	How good it is	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves	They need to be able to do it themselves

This image shows a digital interface for 'Annuities - All journeys'. It features a 'Pre annuitant Persona (high level)' on the left, which includes a photo of an elderly man and a list of characteristics. The main area displays several journey maps, including 'Pre Retirement...', 'Pre Retirement...', 'Pre Retirement...', 'Choose/Buy...', and 'Welcome...'. The maps are composed of various colored boxes and lines representing different stages and touchpoints of the user's journey.

