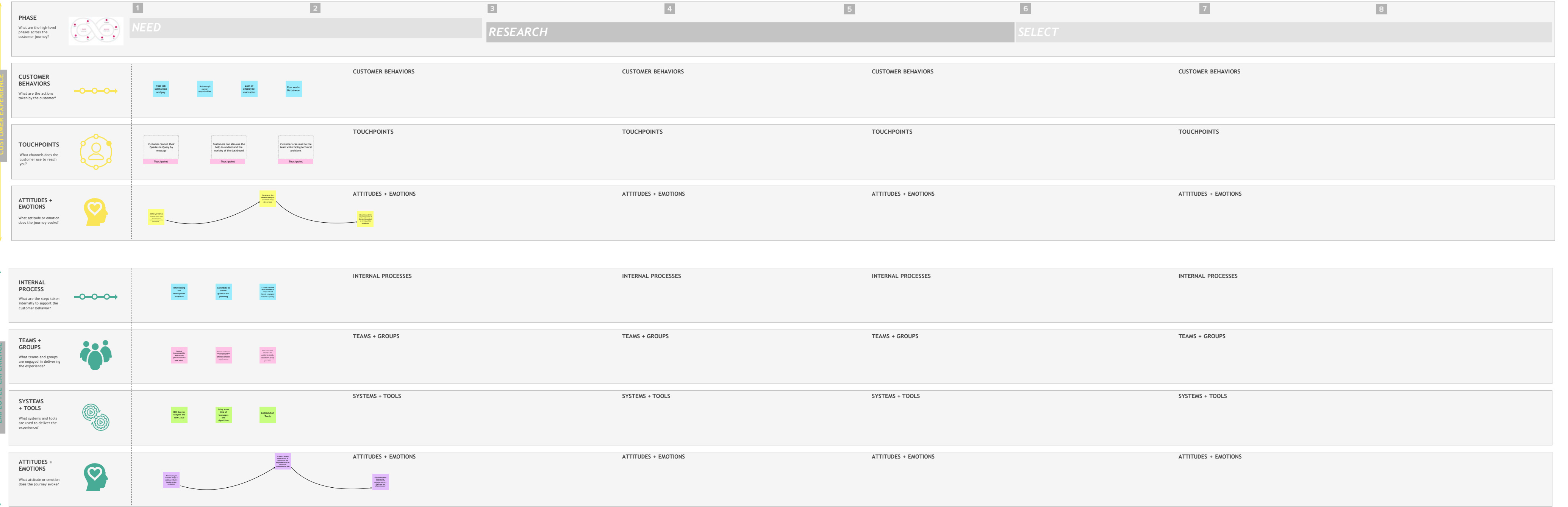


1

Visualize the Customer and Employee interactions and touchpoints using Journey Mapping

Working in a group, map the experience of the people your company serves leveraging the customer life cycle. Include customer behaviors, touchpoints, and attitudes/emotions. Next, map the experience of the employees engaged in that experience delivering the customer experience. Include internal processes, teams/groups, systems, tools and touchpoints. < 15 minutes



2

Identify Moments of Truth by evaluating issues and opportunities

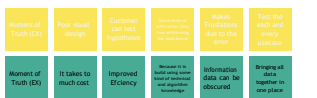
Evaluate the journey map to find issues and opportunities in the customer and employee experience < 5 minutes



Phase:



Phase:



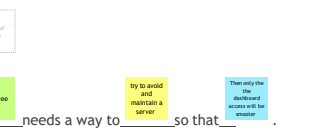
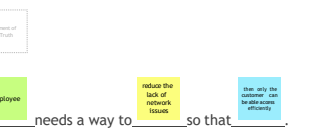
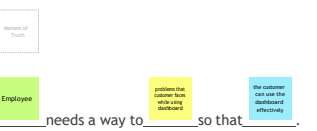
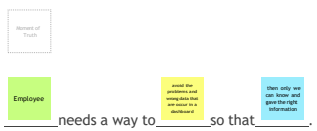
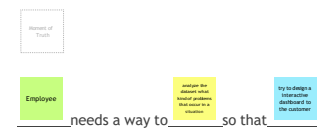
Phase:



3

Prepare 'needs statements' by framing 'moments of truth'

Using the moments of truth, frame the issues and opportunities in the form of the following phrase: (Decide on a need away to... so that... Identify the stems from similar ideas. < 10 minutes



4

Flag the most compelling areas of focus using Visualize the Vote

Quickly reach consensus about the key moments in the experience that should be the team's focus. < 10 minutes

