

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 lifecycle. 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. **45 minutes**

TEAM ID:
PNT2022TMID01104

PHASE

What are the high-level phases across the customer journey?

NEED

RESEARCH

SELECT

CUSTOMER EXPERIENCE

CUSTOMER BEHAVIORS

What are the actions taken by the customer?

Post job application and pay

Not enough career opportunities

Lack of employee motivation

Post work schedule

CUSTOMER BEHAVIORS

CUSTOMER BEHAVIORS

CUSTOMER BEHAVIORS

CUSTOMER BEHAVIORS

TOUCHPOINTS

What channels does the customer use to reach you?

Customer can tell their friends to sign up by message
Touchpoint

Customer can also use the web to understand the workings of the dashboard
Touchpoint

Customers can mail to the team when facing technical problems
Touchpoint

TOUCHPOINTS

TOUCHPOINTS

TOUCHPOINTS

TOUCHPOINTS

ATTITUDES + EMOTIONS

What attitude or emotion does the journey evoke?

Customer is excited about the new program

Customer is frustrated about the lack of career opportunities

ATTITUDES + EMOTIONS

ATTITUDES + EMOTIONS

ATTITUDES + EMOTIONS

ATTITUDES + EMOTIONS

INTERNAL PROCESS

What are the steps taken internally to support the customer behavior?

Offer career and development programs

Customer is motivated by career development programs

Customer is motivated by career development programs

INTERNAL PROCESSES

INTERNAL PROCESSES

INTERNAL PROCESSES

INTERNAL PROCESSES

TEAMS + GROUPS

What teams and groups are engaged in delivering the experience?

There is a dedicated team for the job

Customer is motivated by the dedicated team

Customer is motivated by the dedicated team

TEAMS + GROUPS

TEAMS + GROUPS

TEAMS + GROUPS

TEAMS + GROUPS

SYSTEMS + TOOLS

What systems and tools are used to deliver the experience?

HR system, HRIS, and HRIS tool

Using career development programs

Customer is motivated by the career development programs

SYSTEMS + TOOLS

SYSTEMS + TOOLS

SYSTEMS + TOOLS

SYSTEMS + TOOLS

ATTITUDES + EMOTIONS

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ATTITUDES + EMOTIONS

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ATTITUDES + EMOTIONS

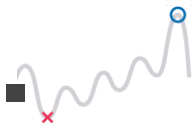
ATTITUDES + EMOTIONS

TIME

2

Identify Moments of Truth by evaluating issues and opportunities

Evaluate the journey map to find issues or opportunities in the customer and employee experience **45 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 experience and the following short phrase: (Describe) need away to... so that... Identify the stem stemming from similar ideas. **10 minutes**

Moment of Truth

Employees

...needs a way to

...so that

...

Moment of Truth

Employees

...needs a way to

...so that

...

Moment of Truth

Employees

...needs a way to

...so that

...

Moment of Truth

Employees

...needs a way to

...so that

...

Moment of Truth

Employees

...needs a way to

...so that

...

4

Flag the most compelling areas of focus using Visualize the Vote

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

Click the Voting Section button in the menu above

All

Click Start Voting

Start Voting

Name the voting session (e.g., "Post-Project Customer")

Name

Change the number of votes to 3

3