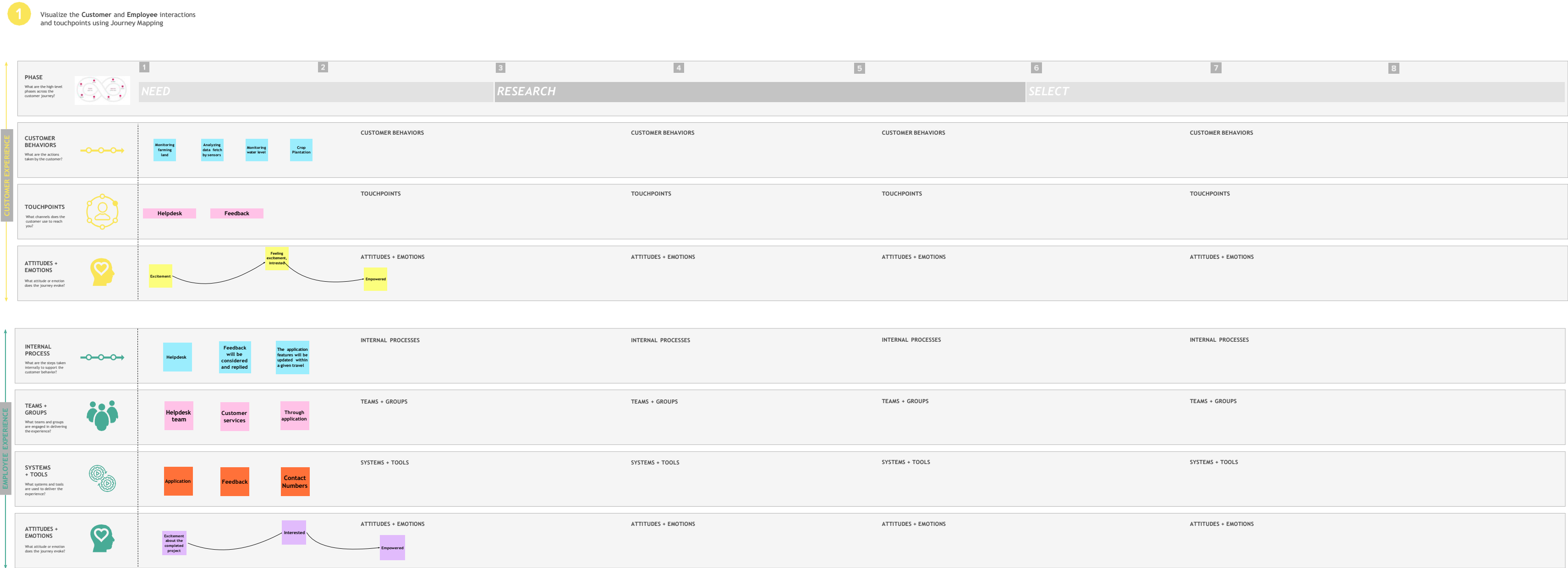


# Customer & Employee Journey Map

## Agenda

- 1 Visualize the Customer and Employee interactions and touchpoints using Journey Mapping
- 2 Identify Moments of Truth by evaluating issues and opportunities
- 3 Prepare Needs Statements by framing Moments of Truth
- 4 Flag the most compelling areas of focus using Visualize the Voice



## Introduction

