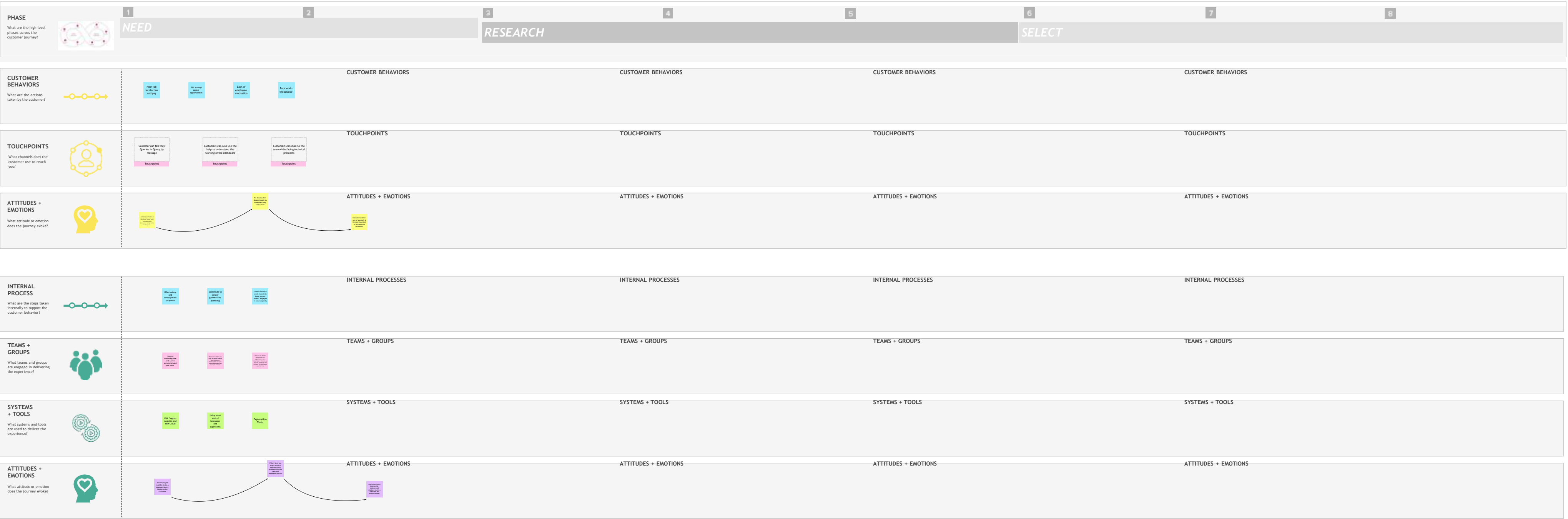**1** Visualize the **Customer** and **Employee** interactions
and touchpoints using Journey Mapping

Working as a group, map the experience of the people your company serve throughout the customer lifecycle. Include customer behaviors, touchpoints, and attitudes/emotions. Next map the experience of the employees engaged in facilitating and delivering the customer experience. Include internal processes, teams/ groups, systems/ tools and pain points.

PHASE		**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**
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?

CUSTOMER BEHAVIORS	CUSTOMER BEHAVIORS	CUSTOMER BEHAVIORS	CUSTOMER BEHAVIORS

TOUCHPOINTS
What channels does the customer use to reach you?

TOUCHPOINTS	TOUCHPOINTS	TOUCHPOINTS	TOUCHPOINTS

ATTITUDES + EMOTIONS
What attitude or emotion does the journey evoke?

ATTITUDES + EMOTIONS	ATTITUDES + EMOTIONS	ATTITUDES + EMOTIONS	ATTITUDES + EMOTIONS

EMPLOYEE EXPERIENCE

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

INTERNAL PROCESSES	INTERNAL PROCESSES	INTERNAL PROCESSES	INTERNAL PROCESSES

TEAMS + GROUPS
What teams and groups are engaged in delivering the experience?

TEAMS + GROUPS	TEAMS + GROUPS	TEAMS + GROUPS	TEAMS + GROUPS

SYSTEMS + TOOLS
What systems and tools are used to deliver the experience?

SYSTEMS + TOOLS	SYSTEMS + TOOLS	SYSTEMS + TOOLS	SYSTEMS + TOOLS

ATTITUDES + EMOTIONS
What attitude or emotion does the journey evoke?

ATTITUDES + EMOTIONS	ATTITUDES + EMOTIONS	ATTITUDES + EMOTIONS	ATTITUDES + EMOTIONS

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
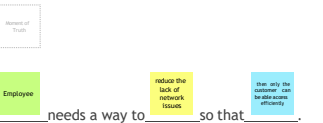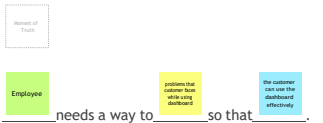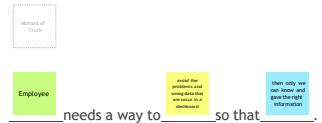
Phase: Phase: Phase:

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

Using the moment of truth, frame the issues and opportunities in the form of the following short phrase: [Persona] needs a way to _____ so that _____. Identify themes stemming from similar ideas.

Employee _____ needs a way to _____ so that _____.

Employee _____ needs a way to _____ so that _____.

Employee _____ needs a way to _____ so that _____.

Employee _____ needs a way to _____ so that _____.

Employee _____ needs a way to _____ so that _____.

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.

Click the
Voting Session
button in the
menu above

Click
Start Voting

Name the
voting session
(e.g. 'Most impactful
statements')

Change the
number of
votes to 3

3