

Customer Journey Map

PEOPLE
2 - 10

TIME
4 - 8 hours

DIFFICULTY
Intermediate

Agenda

- 1 Visualize the Customer 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 Vote

Your facilitation team



R. RAJESH



Participants



M. K. MANO RANJITH



K. SHUBALAN

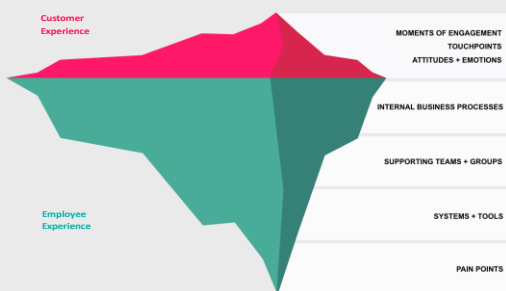


V. LAIYARAJA

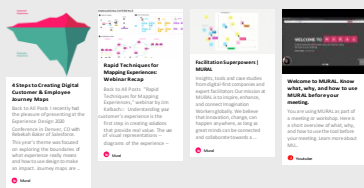


R. SURIVAN

Introduction



Resources:

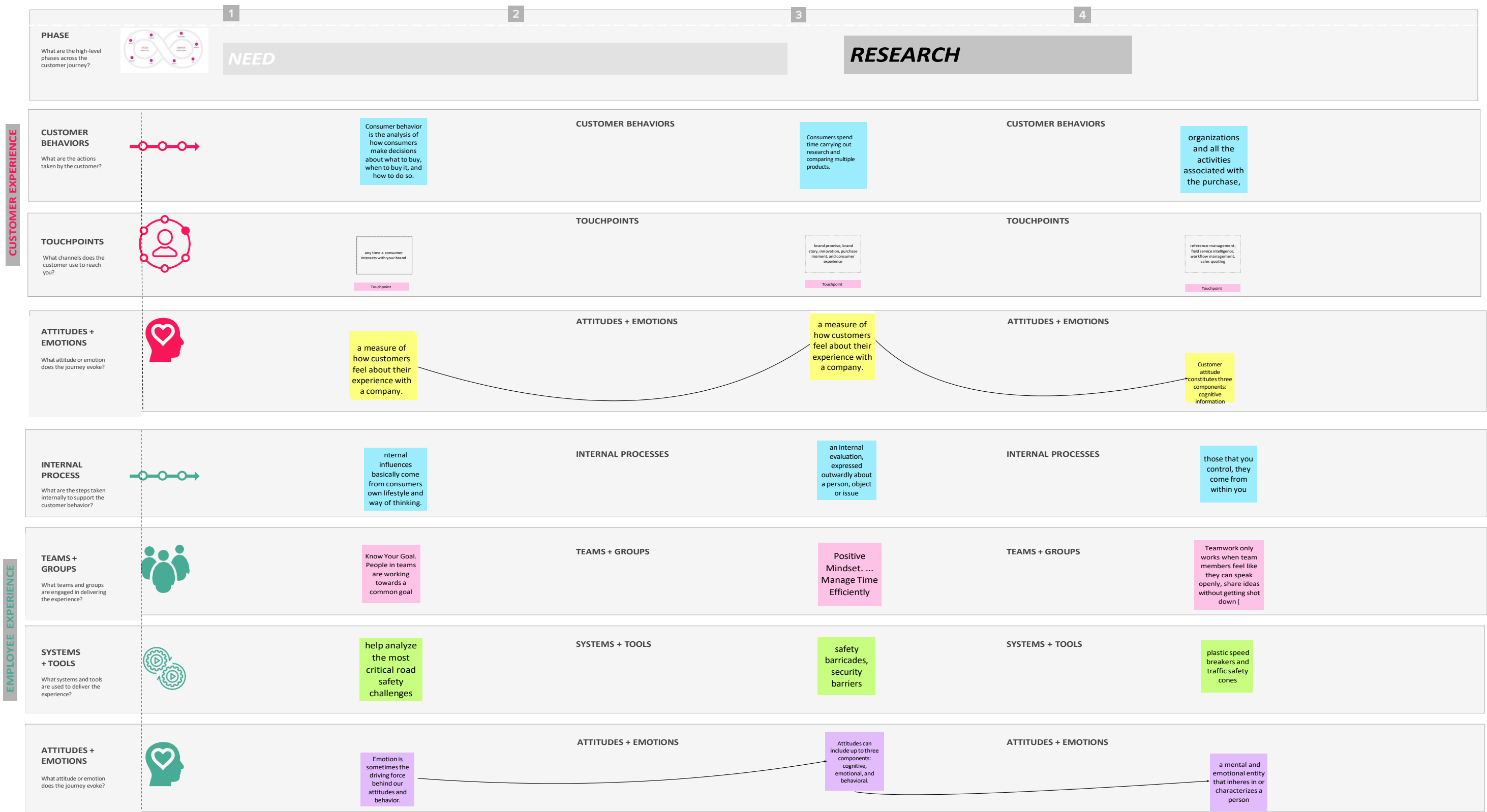


Tips for the facilitator:

- If this is your first time facilitating a digital workshop in MURAL or you just need a refresher, here are a few tips and tricks to make you look like a pro:
- ☑ Invite contributors to the canvas and test access in advance of your online workshop.
- ⌚ Timebox activities and use the built-in timer to keep each activity on track.
- 🗂 Use different colored squares (pseudo post-it notes) for each lane in the Customer & Employee Journey Map.
- 📸 Take screenshots of touchpoints and interactions that will provide additional context into what the experience looks and feels like. Scale screenshots down to visually line up with the customer behavior.
- ✳ Add icons to visually illustrate attitudes and emotions, powered by the Noun Project.
- 🗳 Leverage the voting feature to prioritize 'how might we...' questions by voting anonymously.
- 🕒 Spread the workshop out over time. Try scheduling multiple "power hours" with time in between to tie up loose ends and prepare for the next wave.
- 🗨 To bring the group back together, summon everyone to where you are in the canvas. Rest assured knowing everyone's seeing what you're seeing.

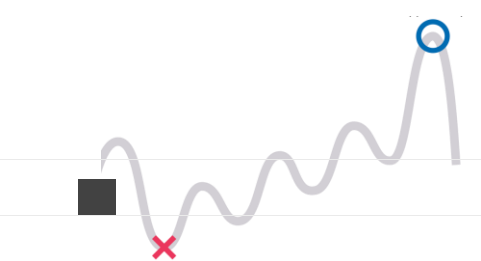
1 Visualize the Customer interactions and touchpoints using Journey Mapping

Working as a group, map the experience of the people your company serves leveraging the customer lifecycle. Include customer behaviors, touchpoints, and attitude/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. **4 hours**



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**



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 short phrase: *[Persona] needs a way to _____ so that _____.* Identify themes stemming from similar ideas. **40 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. **20 minutes**

