

Visualize the Customer and Employee interactions and touchpoints using Journey Mapping

Working groups map the experience of the people your company serves, leveraging the customer lifecycle. Includes customer behaviors, touchpoints, and attitudes/emotions. Next, map the experience of the employees engaged in that journey, delivering the customer experience. Includes internal processes, teams/groups, systems/ tools and pain points. [45 mins](#)

TEAM ID:
PNT2022TMID07490

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

Poor work environment

CUSTOMER BEHAVIORS

CUSTOMER BEHAVIORS

CUSTOMER BEHAVIORS

CUSTOMER BEHAVIORS

TOUCHPOINTS

What channels does the customer use to reach you?

Customer can tell their queries to their manager

Customer can also use the web to understand the working of the dashboard

Customer can mail to the team when facing technical problems

TOUCHPOINTS

TOUCHPOINTS

TOUCHPOINTS

TOUCHPOINTS

ATTITUDES + EMOTIONS

What attitude or emotion does the journey evoke?

Customer is happy and motivated to work for the company

Customer is happy and motivated to work for the company

ATTITUDES + EMOTIONS

ATTITUDES + EMOTIONS

ATTITUDES + EMOTIONS

ATTITUDES + EMOTIONS

INTERNAL PROCESS

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

Offering career advancement programs

Customer can also use the web to understand the working of the dashboard

Customer can mail to the team when facing technical problems

INTERNAL PROCESSES

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INTERNAL PROCESSES

TEAMS + GROUPS

What teams and groups are engaged in delivering the experience?

HR, Finance, Marketing, and Sales team

Customer can also use the web to understand the working of the dashboard

Customer can mail to the team when facing technical problems

TEAMS + GROUPS

TEAMS + GROUPS

TEAMS + GROUPS

TEAMS + GROUPS

SYSTEMS + TOOLS

What systems and tools are used to deliver the experience?

HR, Finance, Marketing, and Sales team

Customer can also use the web to understand the working of the dashboard

Customer can mail to the team when facing technical problems

SYSTEMS + TOOLS

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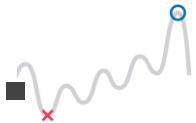
ATTITUDES + EMOTIONS

TIME

2

Identify Moments of Truth by evaluating issues and opportunities

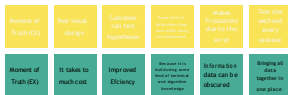
Evaluate the journey map of individuals and opportunities in the customer and employee experience [45 minutes](#)



Phase:



Phase:



Phase:



3

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

Using the moments of truth, frame the issues and opportunities in the form of the following short phrase: *(Person) needs a way to _____ so that _____.* Identify the statements that are similar ideas. [40 minutes](#)

Moment of Truth

Employee

_____ needs a way to _____

so that _____

Moment of Truth

Employee

_____ needs a way to _____

so that _____

Moment of Truth

Employee

_____ needs a way to _____

so that _____

Moment of Truth

Employee

_____ needs a way to _____

so that _____

Moment of Truth

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. [10 minutes](#)

Click the Voting System button in the menu above



Click Start Voting



Name the Voting session (e.g., Post-vote feedback)



Change the number of voters to 3

