# 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 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

***NEED***

***RESEARCH***

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

## CUSTOMER BEHAVIORS CUSTOMER BEHAVIORS

**CUSTOMER BEHAVIORS**

What are the actions taken by the customer?

organizations and all the activities associated with the purchase,

Consumers spend time carrying out research and comparing multiple products.

Consumer behavior is the analysis of how consumers make decisions about what to buy, when to buy it, and how to do so.

**CUSTOMER EXPERIENCE**

**TOUCHPOINTS TOUCHPOINTS**

any time a consumer interacts with your brand

brand promise, brand story, innovation, purchase moment, and consumer experience

reference management, field service intelligence, workflow management, sales quoting

**TOUCHPOINTS**

What channels does the customer use to reach you?

Touchpoint

Touchpoint

Touchpoint

a measure of how customers feel about their experience with a company.

**ATTITUDES + EMOTIONS**

What attitude or emotion does the journey evoke?

## ATTITUDES + EMOTIONS

**ATTITUDES + EMOTIONS**

## INTERNAL PROCESSES INTERNAL PROCESSES

**INTERNAL PROCESS**

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

nternal influences basically come from consumers own lifestyle and way of thinking.

those that you control, they come from within you

an internal evaluation, expressed outwardly about a person, object or issue

a measure of how customers feel about their experience with a company.

Customer attitude constitutes three components: cognitive information

**TEAMS + GROUPS TEAMS + GROUPS**

**TEAMS + GROUPS**

What teams and groups are engaged in delivering the experience?

Know Your Goal. People in teams are working towards a common goal

Positive Mindset. ...

Manage Time Efficiently

Teamwork only works when team members feel like they can speak openly, share ideas without getting shot down (

**EMPLOYEE EXPERIENCE**

## SYSTEMS + TOOLS SYSTEMS + TOOLS

**SYSTEMS**

**+ TOOLS**

What systems and tools are used to deliver the experience?

plastic speed breakers and traffic safety cones

safety barricades, security barriers

help analyze the most critical road safety challenges

**ATTITUDES + EMOTIONS**

**TIME**

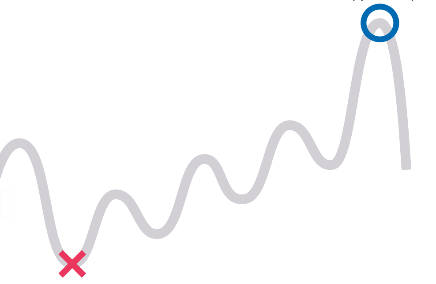
**ATTITUDES + EMOTIONS**

What attitude or emotion does the journey evoke?

a mental and emotional entity that inheres in or characterizes a person

Emotion is sometimes the driving force behind our attitudes and behavior.

Attitudes can include up to three components: cognitive, emotional, and behavioral.



**ATTITUDES + EMOTIONS**

|  |  |  |
| --- | --- | --- |
|  | Phase: Phase: Phase:  it was the one The questions it was the one The questions it was the one The questions  Moment of make room season finale of contestant in are staged, the questions Moment of make room season finale of contestant in are staged, the questions season finale of are staged, the  for Fox's the dancing the unaired answers are truthfully in for Fox's the dancing the unaired answers are truthfully in Moment of make room contestant in questions  Identify Moments of Truth Truth (CX) new game programme So second staged and the order Truth (CX) new game programme So second staged and the order for Fox's the dancing the unaired answers are truthfully in  You Think You winners are You Think You season winners are Truth (CX) programme So staged and the  by evaluating issues and opportunities Can Dance season staged Can Dance staged new game You Think You second winners are order  Can Dance season staged  *Evaluate the journey map to find issues or opportunities in the*  *customer and employee experience*  Moment of true true true true true Moment of true true true true true  Truth (EX) Truth (EX) Moment of true true true true true Truth (EX) | |
|  |  |  |
| Prepare 'needs statements'  by framing 'moments of truth' do something The do something The do something  Persona that persona Persona that persona that The  *Using the moments of truth, frame the issues and opportunities* addresses benefits addresses benefits Persona addresses persona  their need their need their need benefits  *in the form of the following short phrase: [Persona] needs a way* needs a way to so that . needs a way to so that . needs a way to so that .  *to so that . Identify themes stemming from similar*  *ideas.* | |  |

# 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**