Accessible Client Service:

Client Journey Map Templates

# Purpose

The emotional journey experienced during a service interaction is often overlooked but remains a critical part of the client experience.

The journey mapping tool is meant to illustrate the end-to-end client journey. It is designed to help you assess accessible client service across multiple policy and service improvement initiatives.

# Methodology

## **Step 1**: Understanding your client’s reality

You must identify the symptoms related to the type of disability or functional limitations and the emotional behaviours that relates to how your client feels throughout each interaction.

## **Step 2**: Tracking your client’s interactions

You need to describe the experience using all six phases of the client journey. This will capture a high-level understanding of your client-service, particularly in the areas of:

* physical access to buildings and offices
* program and service delivery channels
* employee training on & awareness of accessibility and human interaction.

## **Step 3**: Improving client experience

You then need to assess your client’s need within each channel (current state) and map them against the capabilities needed (future state) to identify the gaps and provide barrier-free accessible client service.

# **Current State** Client Journey Map Template

## **Client profile**

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## **Client's first name**

## **Persona**

* Age
* Type of disability
* Client need  / purpose for accessing our services

## **Disability symptoms**

* Medical condition preventing the client to easily access our services

## **Client's reality**

* Client’s functional limitations and emotional behaviours when using client interaction channels (Online, Phone, In-person, etc.)

## **Client journey phases**

### **Phase 1: Aware**

| Client actions (doing) | Client interactions | Service barriers | Client experience |
| --- | --- | --- | --- |
| Knowledge of the information (what triggered the service need) | Identify the channel used to access information about a program or service | Identify what prevents the client from getting the information | Identify the client satisfaction (emotions/feelings) |

### **Phase 2: Inform**

| Client actions (doing) | Client interactions | Service barriers | Client experience |
| --- | --- | --- | --- |
| Choice of channel for the initial point of contact | Identify the channel used to access information about a program or service | Identify what prevents the client from having immediate access | Identify client satisfaction (emotions/feelings) |

### **Phase 3: Advise**

| Client actions (doing) | Client interactions | Service barriers | Client experience |
| --- | --- | --- | --- |
| Key details of the service request and information available for support | Identify the channel used to access information about a program or service | Identify what prevents the client from understanding the information | Identify client satisfaction (emotions/feelings) |

### **Phase 4: Identify**

| Client actions (doing) | Client interactions | Service barriers | Client experience |
| --- | --- | --- | --- |
| Action followed by the information gathering | Identify the channel used to access information about a program or service | Identify what prevents the client from providing the right level of information | Identify client satisfaction (emotions/feelings) |

### **Phase 5: Apply**

| Client actions (doing) | Client interactions | Service barriers | Client experience |
| --- | --- | --- | --- |
| Steps to complete the service goal | Identify the channel used to access information about a program or service | Identify what prevents the client to go through a business process | Identify client satisfaction (emotions/feelings) |

### **Phase 6: Manage**

| Client actions (doing) | Client interactions | Service barriers | Client experience |
| --- | --- | --- | --- |
| Service value and next steps | Identify the channel used to access information about a program or service | Identify what prevents the client from  tracking and following up | Identify client satisfaction (emotions/feelings) |

# **Future State** Client Journey Map Template

## **Client profile**

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**Client's first name**

**Persona**

* Age
* Type of disability
* Client need  / purpose for accessing our services

**Disability symptoms**

* Medical condition preventing the client to easily access our services

## **Client journey channels**

### **Channel 1: Online**

| Client’s reality | Service improvements | Client experience |
| --- | --- | --- |
| Client`s functional limitations and emotional behaviours when using client interaction channels. | Assistive technology, policy & service design, and employee training that can reduce or eliminate the barriers within each respective channel. | Client’s perspective describing the service experience. |

### **Channel 2: Telephone**

| Client’s reality | Service improvements | Client experience |
| --- | --- | --- |
| Client`s functional limitations and emotional behaviours when using client interaction channels. | Assistive technology, policy & service design, and employee training that can reduce or eliminate the barriers within each respective channel. | Client’s perspective describing the service experience. |

### **Channel 3: In-person visits**

| Client’s reality | Service improvements | Client experience |
| --- | --- | --- |
| Client`s functional limitations and emotional behaviours when using client interaction channels. | Assistive technology, policy & service design, and employee training that can reduce or eliminate the barriers within each respective channel. | Client’s perspective describing the service experience. |