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 client service channel used or prefered (online, phone, in-person, etc.) | What prevents the client from getting the information | Identify 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 client service channel used or prefered (online, phone, in-person, etc.) | 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 client service channel used or prefered (online, phone, in-person, etc.) | 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 client service channel used or prefered (online, phone, in-person, etc.) | 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 client service channel used or prefered (online, phone, in-person, etc.) | 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 client service channel used or prefered (online, phone, in-person, etc.) | What prevents the client from  tracking and following up | Identify client satisfaction (emotions/feelings) |