

Shape. **Customer experience**

What we do:

a. Customer Journey Mapping

Mapping your Experience Strategy, from the ground up, begins with understanding your Customer Journey.

When customers interact with any one of your touch points or channels they enter your world. It could be five minutes on-line, 20 minutes in your retail store or 10 minutes responding to a follow-up customer service survey. In all likelihood each of these channels will have their own individual strategies devised by the individual teams within your organisation.

Customer Journey mapping turns the individual strategies for each department on their side, so as each can be seen at the point where the customer needs them.

But more than that, we tune your organisation's individual strategies into the role they play in delivering an experience from the customer's perspective - through your people, places, processes, products and messages.

Customer Journey Mapping takes many forms and we've produced maps that hang on walls, support training toolkits and can be downloaded to desktops and mobiles, from the UK to Japan.

b. Channel Mapping

For each Journey Point we take extra care to understand the part each of your 'channels' play. And in the context of customer experience, your 'channels' are Places, Messages, People, Processes and Products, rather than the those ordinarily associated with just communications.

By thinking about channels in this way, we can harness every aspect of the contribution you can make to delivering better experiences. It also helps make the customer experience 'media-neutral' so as to give equal weight to all - and most importantly not simply revert to the silo's of 'training' or 'marketing' or 'operations'.

Channel Mapping takes each of the five dimensions and sets out what the customer experience demands of them at any given moment. This can then be used to assess the likely support or investment needed to improve the customer's experience incrementally. It also reveals the interdependencies of decision-making - and an especial clarity to the dangers of making strategic or tactical investment decisions in isolation.

Channel Mapping takes many shapes and we've provided maps as market research and benchmarking, competency frameworks, trainer and facilitator materials, coaching and mentoring through to roadshows, conferences and workshops.

c. Grid Mapping and Analytics

A big part of what we do is help organisations get to grips with the core skills every employee needs. On the retail stage and off, the roles they play determine a great deal of the experience that you're hoping to deliver.

Every employee has a role, and we help design what factors are important in understanding that role fully. How it can be played to greatest effect. Where it makes a difference and what tools and techniques are necessary - essential or improvised - to deliver on it.

If this all sounds rather theatrical, don't forget that an experience is something that has to be lived through. Our Experience Strategy programmes give everyone's strategy for life.

On a more practical front, our Grids set down the roles, customer expectations, behaviours and support materials by each Journey Point so as everyone understands what is expected of them and can see how their individual roles contribute.

In addition, the Grids can then be used as the indicators against which progress can be measured and performance as a whole analysed. These Analytics can then be used to fine tune and continuously evolve your Experience Strategy.