Customer Journey Maps CJM – part 2

Adapted from The Customer Experience Book by Alan Pennington

Now that you have your ‘heartbeat’ map, added some granularity and detail to the map and identified who at the company owns the experience (departments or staff members), it’s time to look at where things are breaking down.

Level 3 - Analysis

Now we have a core CJM and we can begin to carry out some first line diagnostics on that map.

Step 1

Take the detailed needs that the team identified for each stage of the journey and consider whether the experience as mapped that your company delivers through the detailed interactions actually delivers against those customer needs.

If not, identify and record gaps in the experience.

For example, if customers need to be able to order online and the experience you deliver misses this interaction then you have an issue and an opportunity that is impacting on the business commercially.

‘Remember a key output of the initial CJM evaluation is a description of the current state and some early opportunities for change’

Step 2

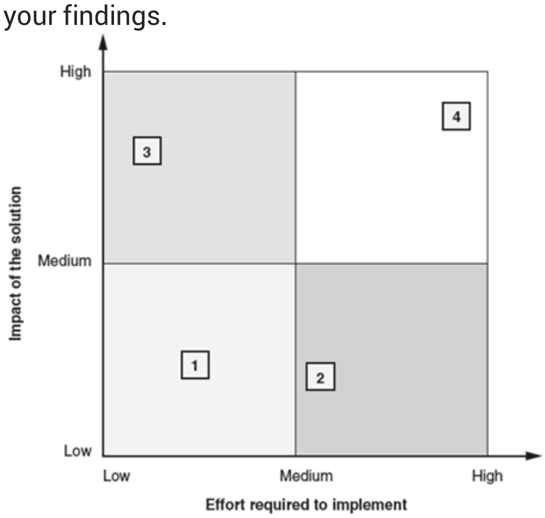
Stage-by-stage capture known issues/opportunities

Next the team goes back over each stage and identifies known and new opportunities and issues from the customer’s perspective and these are recorded – these challenges will help to provide input into the prioritisation of next stage activity in terms of improvements and experience design changes.

Step 3

Prioritizing your interventions

Having collated the opportunities and issues, you can now use a simple ‘impact & effort matrix’ to plot your findings.



For simplicity of capturing the positioning of each opportunity/issue on the matrix assign each one a number. The team then comes to a consensus agreement on the position against the two axes using a simple high/low scale which can be granulated 1-10 for the impact, and a similar scale for the effort where you are assessing the ease of implementing a change to realize the opportunity or resolve the issue.

The result will be a simple scoring and ranking of the list of opportunities with those in the top right-hand box being the early wins for the team to focus and act on.

'Remember opportunities or issues do not only need to be at an individual interaction level – they can be at a group interactions level or a life cycle stage, e.g. onboarding'

Step 3.1
An alternative way to prioritize is to understand firstly those interactions that are touched by most customers – not every interaction will be relevant to every customer segment. This involves agreeing on your key customer segments, understanding your customer profile or persona and the needs of those customers (go back to customer profile and pains, gains, and 'jobs to be done').

Then walking the map from right to left highlighting those touch points that they interact with. Having highlighted the common interactions, check to see where the opportunities and issues align against those interactions. The point of convergence will give you a potentially high-impact intervention opportunity when measured in terms of numbers of customers.

Marking

Format
Create a digital version of your map. Save as **PDF** and upload to LEARN by no later than March 20, 12 noon.

I will look for the following (in equal parts):
Aesthetics /5
Is the map designed in a visually pleasing way? Does it convey important information effectively? Is it designed for glance-ability?

Content /5
Does the map provide relevant content, e.g. are you pulling data from your secondary research and surveys?

Detail and Effort /5
Does the map show attention to detail? That includes design decisions as well as grammar. Has the team put in obvious effort to design this map?