**BET 350**

**February 13, 2018**

**Customer Journey Map 1 + 2**

1. Customer Profiles
2. Customer Journey Maps (CJM)

Customer Journey Map tells the story of the customer’s experience: from initial contact, through the process of engagement. It tells the experience of the customer when dealing with a business. Looking at a business from a customer perspective.

Today’s approach: Looking at the industry project from a customer perspective.

Many businesses look at the experience from a business offering the service versus looking at the customer viewing the business.

Experience map is the opposite of a customer journey map. Experience map is a strategic tool for capturing and presenting key insights into the complex customer interactions that occur across experiences with a product, service, or ecosystem.

Customer Journey Maps: Tell the story from the customer’s view. **Outside-in**

Experience Map: Tell the story from the business’ view. **Inside-out**

Why do we need stuff on the wall?

Advantage: Constant reminder, something you look at all day, share information more collaboratively to be more successful. With the things written at the wall, a supervisor can see where a team is sitting at and where they are struggling, where they can grow.

Subway lines: when mapped out, it is not the exact direction that it is moving towards. The reason for this is to make it easy to follow and understand. If it was the real map, it wold be very confusing and complex.

Maps are purposefully focused.

When you are building your customer journey map, do not put everything in it. Create a focus for what is going on.

The data that is brought onto a graph, can bring strong power and awareness. When showing the data on the map, it is powerful. The customer journey map is meant for the customer, TD.

Why create customer journey maps?

* Identify the gaps in the customer experience
* View touchpoint

The more channels a company has, the more things that can break down

A customer journey map can allow for us to see where things can break down and find solutions to solve them.

**Touchpoint:** A point of interaction between a person and any agent or artifact of an organization. These interactions take place at a certain point in time in a certain context, and with the intention of meeting a specific customer need.

The more channels a company has, the more options for touch points.

**Channels:** websites, phone calls, in-person.

1. **Set an Objective**

The objective needs to be directly related to the overall business goals. This provides immediate contact and purpose for the creation of the map.

What is the business goal? What do they want to achieve with your project?

**The Customer Profile**

Customer Pains

- What the current customers are suffering

- Current needs that have not yet been met

Customer Gains

- Overarching goals

- Benefits they are looking for

“Jobs to be done”

- The things your users want to do with the business or service

- Functional Job - what you hope to achieve

- Social Job - how user wants to be perceived by others

- Personal/Emotional Jobs - when your users seek a specific emotional state, feeling good about hiring a company or using a company