TheDataTales20180615

# USE CASES

GENERATED IN WORKSHOP REAL TIME APPLICATIONS

1. As a manager, I want to know how the exact customer journey AND how our clients experience the customer journey so I can intervene at the points that really matter.
   1. As a manager I want to see a process model of the customer journey. This process model should contain the (grouped) contact points and where possible the emotion of the client that precedes and the emotion results from the interaction with the contact point visualized on the arrows leading to and from the interaction point.  
      So that I can identify hot spots for improvement.
2. As a client I want my service provider to match my emotion/motivation and give me the right recommendation from the very start.
3. As a service provider I want to know if my client is acting different than his usual self.
4. As an employee at client services I like to know which tone of voice is best to help the client well and maintain a good relationship.
5. As a financial service provider I like to see the actual customer journey (at aggregated level) so I can monitor and swiftly take action in case of significant deviations.
6. As a client service employee I want real time feedback with simple indicators on suitability of my tone of voice to help clients better and maintain better relationships.
7. As retention staff we like to know which steps the client took before cancelling so I can anticipate, keep the client and improve the relationship.
8. As a process manager I like direct insight into the customer journey so I know the best next step for me.
9. A service supplier I want to predict client’s next action so I can anticipate effectively.
10. As a process manager I like to have direct insight into all contact moments so I can always delight the client with the right ‘conversation’.
11. As a process manager I like to have direct insight into all contact reasons so I can proactively contact the client.
12. As a client I want the information (e.g. site) in the form that suits me best to facilitate optimal connection between me, communication channels and the company!!!!
13. As an executive or product owner I want to see the relation between customer journey and internal processes (score and prediction) so I can fine tune our people and resources.
14. As a financial service supplier I want to predict the financial life journey so I can make relevant propositions early.
15. As a process manager I want direct insight into organizational processes so non-conformity is immediately visible, which enables me to timely repair these processes.
16. As a college I like to reach the students who are most likely to finish a study successfully and in time because that’s best for the student and for our college.
17. As a stakeholder in the educational system I like to combine data from different stakeholders to enhance student analytics and facilitate a better customer journey for students.
18. As cient in a ‘core process’ I want to add all service providers in the chain to my customer journey so they play a part in my journey. I’m in charge (so not me being a pin in their stories).
19. As financial service supplier I want to predict the financial life journey so I can make responsible offers which limit risks for clients and us.
20. As a service provider I want customers make responsible decisions even if the customer interacts with me through their digital assistant (Alexa/Siri/Cortana/Google assistant)