

UNICON MONTERREY OF CUSTOMER JOURNEY MAPPING

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DISCOVERY

Tools	<ul style="list-style-type: none">• Referrals• Content Marketing• Social Media• Events• Targeted Outreach (B2B, B2C)• On-Site Visiting• Information Sessions
People	<ul style="list-style-type: none">• Other Branches• Call Centers• Business Development• Agency• Faculty• Program Managers• Marketing Coordinators
Functionality	<ul style="list-style-type: none">• Not Working Well

EVALUATE

Tools	<ul style="list-style-type: none">• Email• Live Q&A• Open House• Brochure• Tracks• Event Series• Website	<ul style="list-style-type: none">• Calling• Testimonial• Webinar• CRM• Social Media• Video• Co-Workers
People	<ul style="list-style-type: none">• Testimonials• Faculty• Ranking• Dean• BD• Program Dir.	<ul style="list-style-type: none">• HR/CLO• Managers• Colleagues• Alumni• PR• Marketing
Functionality	<ul style="list-style-type: none">• Personal Touch (+)• Consultation (+)• Retargeting Ads (-/+)• Email Span (-)• Brochure (-)• Balance (-/+)	

BUY

Tools	<ul style="list-style-type: none">• CRM (Salesforce, HubSpot, Pipeline Deals)• Payment System (Proprietary, Touchnet, Electronic Invoice, Check, Credit)• Paper Applications (scan, fax, mail, registration forms)• Website + Online Forms
People	<ul style="list-style-type: none">• Website Team (Developers, IT, Content Managers)• Database Team (Analytics, Database, Agencies)• Client Services Team (Application Review, Managers, Program Managers)
Functionality	<ul style="list-style-type: none">• Could be streamlined• Works, but very clunky and not smooth.

ACCESS

Tools	<ul style="list-style-type: none">• Implementation Plan• CRM (Netscape, Salesforce)• Email• Orientation Calls
People	<ul style="list-style-type: none">• Client Relationship Managers• Program Coordinators (designated person from organization/company)• Clients• Participants
Functionality	<ul style="list-style-type: none">• Needs to define roles• Having processes/checklists (structure)• Separating roles would be ideal• Pre-Reads are hit and miss• Plans work!

USE

Tools	<ul style="list-style-type: none">• Presentation Tools + Technology (cases, faculty provided).• Apps (entire use experience - \$50K/year, crowd compass)• Evaluations (papers, Inquisium, Evosys)• LMS (Canvas, Catalyst)• Study Groups (visual ones)• Course Materials (binders, tablets)
People	<ul style="list-style-type: none">• Program Directors (content related)• Offsite Excursions (mostly custom)• Academic Directors• Program Managers• Recreational Activities• Hospitality Concierge• Industry Speakers• Tech Team• Faculty (Current)• Fellow Participants (Mix Level Geography)• Lodging (Quality, TV)• Advisors/Alumni• Transportation (Shuttle Drivers)• F&B Aspects (Break foods, Menus)
Functionality	<ul style="list-style-type: none">• Evaluation process + tools (-)• Referral Process (-)• In Program Correction (-)• Program Logistics Facility (+)• Program Manager Continuity (+)• In Program Course Corrections (+)• Content (+)

MAINTAIN

Tools

- Alumni Referral Contest
- Handwritten Cards
- Mass Email from PM 2 Days After
- Birthday Emails
- Last Day of Program: Welcome to Network
- Holiday Cards
- Free Academic Sessions
- Newsletter
- Alumni Event
- Invite to Events
- LinkedIn Group (Group)
- Personal Card + BizBook (3-6 months)
- Alumni Survey

People

- Associate Dean
- Program Managers
- Faculty Directors
- Executive Directors
- Central Marketing Unit
- Business Development
- Head of Alumni
- Guest Speaker/Panelists
- Executive Education Marketing
- Head of Innovation/Commercialization

Functionality

- B Grade (increase engagement)