

The image features a solid red background. In the top left corner, the word "RUTGERS" is written in a large, white, serif font. Below it, in a smaller, white, sans-serif font, are the words "THE STATE UNIVERSITY OF NEW JERSEY". A large, faint, circular seal of Rutgers University is visible in the background, centered behind the text. The seal contains the text "RUTGERS THE STATE UNIVERSITY OF NEW JERSEY" around its perimeter and a central emblem.

RUTGERS

THE STATE UNIVERSITY
OF NEW JERSEY

The Journey to Creating Great Experiences

The Journey Defined

A solid understanding of your customer and their journey with your organization must be the foundation of your Customer Experience strategy. So, do you REALLY know your customer? In this session, we will share the tools you need to successfully map your customer journeys, and explore how this valuable information can be used to identify and address pain points for your customers and employees; leading to delighted customers, more engaged employees, and improved bottom line.

Journey Mapping De fined

Why Should You Consider Journey Mapping?

The Journey Mapping Toolbox

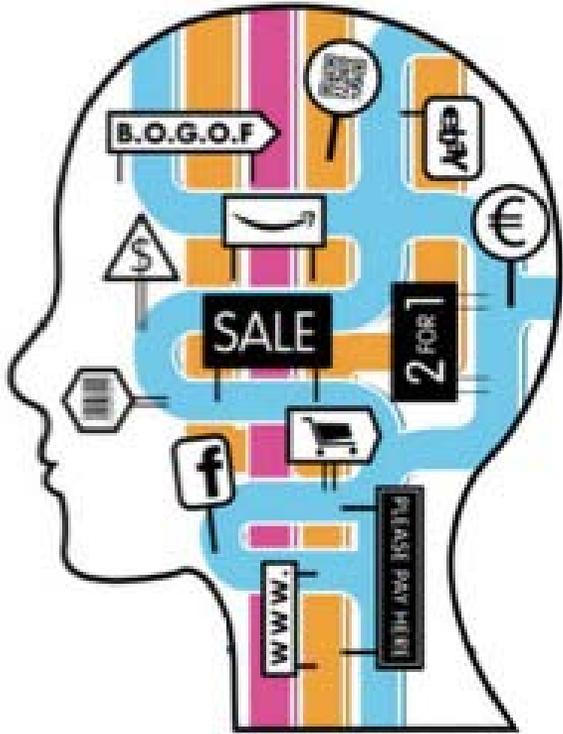
Outcomes from Journey Mapping

The Importance of Voice of the Customer

Lessons Learned

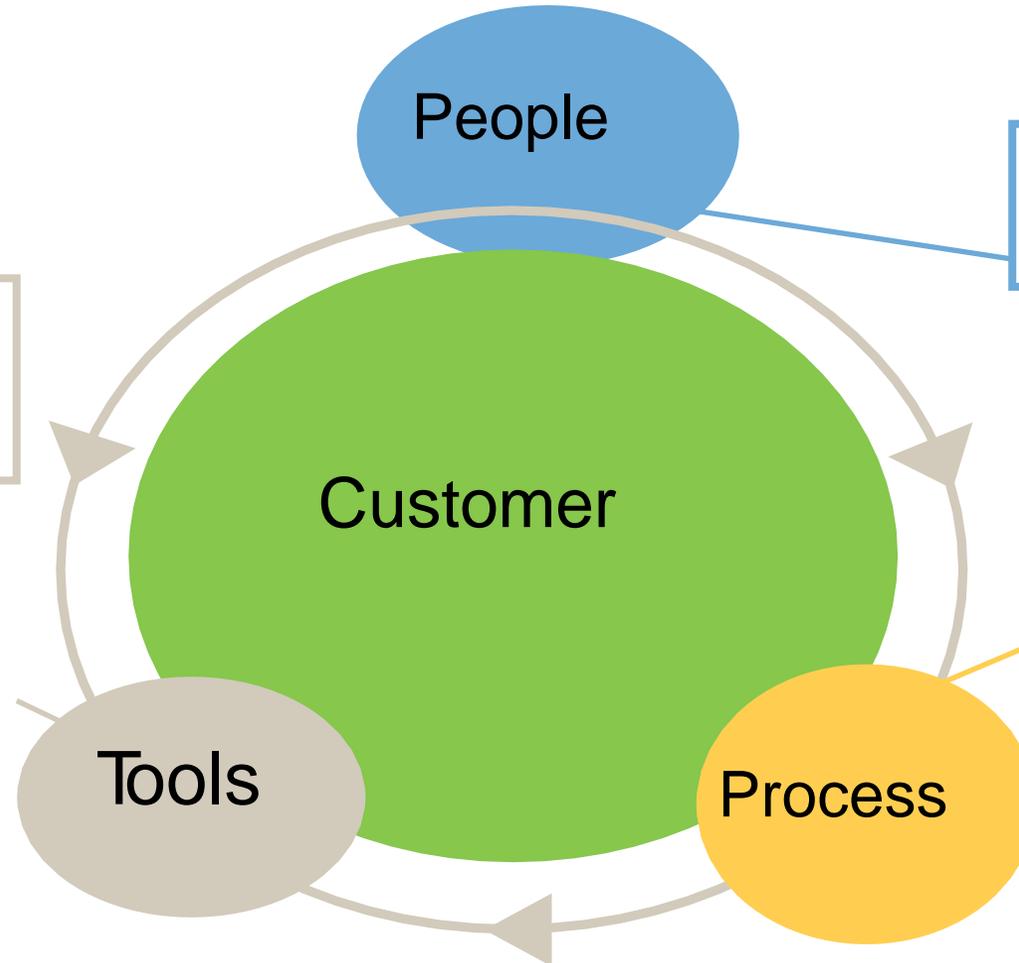
Call to Action

What is a Customer Journey?



The customer journey is the complete sum of **experiences** that customers go through when **interacting** with your company and **brand**.

Three-Legged Stool Strategy



- Standardize; consolidate; upgrade tools, telephony and technology to improve delivery of the experience
- Measure results; create scorecards; track customer interactions

- Link Employee Engagement to the customer experience
- Align skill sets; rewards and recognition programs; career pathing

- Provide consistent processes and procedures that make the company easy to do business with.
- Eliminate outdated policies and procedures that impede first call resolution.

Customer Journey Mapping



- Identifying the **experiences** your customer will have with your company and brand through the phases of the customer lifecycle.
 - What **tools or touch points** will the customer have?
 - What **people** will be involved/responsible?
 - **How well** does that touch point work (smooth and easy process)?

Customer Journey Mapping 101

1. Identify a persona
2. Map every step of the customer's experience
3. What touchpoints will the customer have?
4. What channels will they use?
5. How well does the touchpoint work from the customer or colleague perspective (attitude or needs)?
6. Identify opportunities and problems

Mapping the Journey

Journey Mapping Exercise

- Be willing (and able) to put yourself in the mindset of the customer
- Be open to learning about aspects of the customer journey that don't necessarily pertain to your role in the organization
- Recognize that the end goal is to create a more seamless customer experience
- Accept that journey mapping will require significant effort (and time)



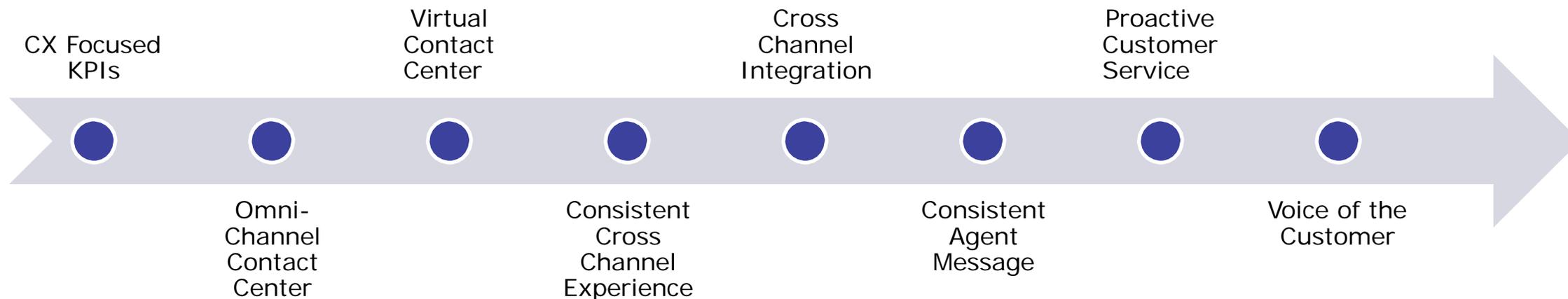
Time Allotment:

- 20 minutes – Map Creation
- 10 minutes – Present Your Customer Journey

Journey Mapping

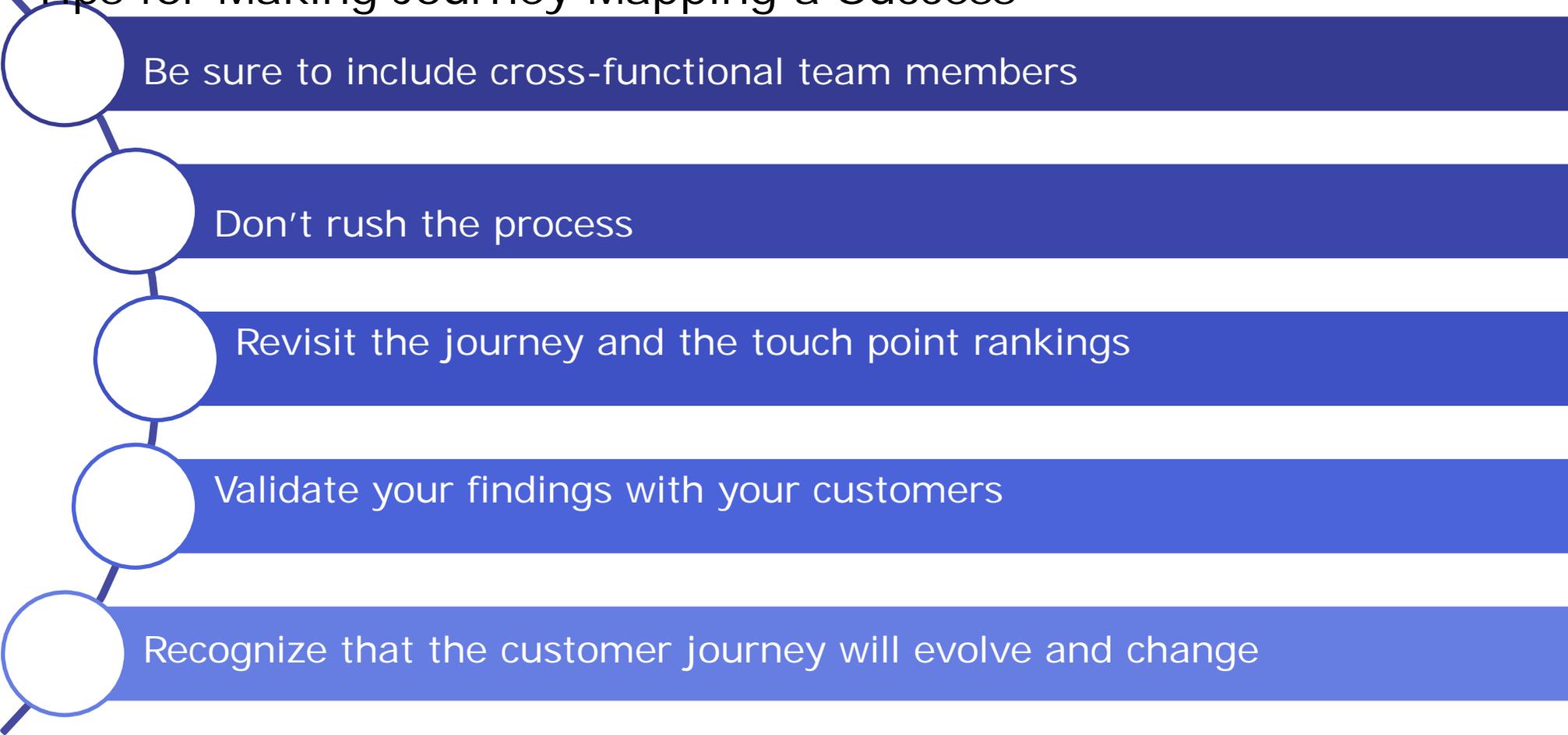
Critical to Forming Your Customer Experience Roadmap

- Aligning Customer Experience across all channels
- Providing consolidated customer information: on and purchase history to all front line employees
- Aligning Contact Center rep performance measurements/pay structure to the Customer Experience strategy
- Providing reps with tools to support the basic CX philosophies of “Know Me”, “Help Me” and “Value Me”



Lessons Learned

- Tips for Making Journey Mapping a Success



Be sure to include cross-functional team members

Don't rush the process

Revisit the journey and the touch point rankings

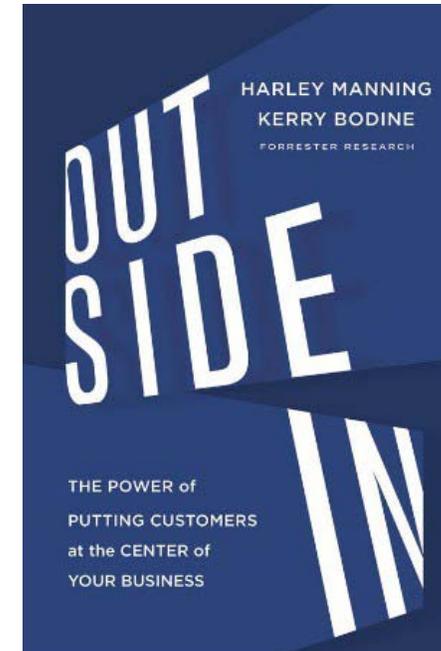
Validate your findings with your customers

Recognize that the customer journey will evolve and change

Questions?

"...many companies and interactive agencies have gotten so caught up in the persona and journey map hype that they skip the research phase and go straight to crafting these documents based on what they think they know about customers... Your end goal is deep customer insights, which just happen to be encapsulated in these particular formats."

Harley Manning and Kerry Bodine
Forrester Research
"Outside In"





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