

Customer Journey Mapping

Here are some notes to help with mapping your customer's journey.

Step 1

Identify the Journey Type and Customer Segment

Have a think about and identify which journey (process or scenario) you are choosing to map. It is best that you choose the most obvious/regular journey that your customer makes.

Then identify your particular customer as they may have different journeys, e.g. student, potential student, schools etc...

Step 2

Key journey steps

This is where you think about the process, the start and end points and the steps that your customers' take in between. These need to be in chronological order (the sequence of events needs to be correct). Ideally you are looking for about 6-10 **key** journey steps. If you have lots, try and select the most important.

Step 3

Customer Satisfaction Rating

This is where you need to walk the walk, be your customer, live in their shoes but also, use any customer feedback mechanisms you have already to feed into this. Things to think about are your customers;

Actions	What they do, what's driving them?
Responses	What they say, how honest are they?
Language	How they say things, the words they use, the body language.
Feelings	What are they feeling, trust, comfort, irritation, frustration?
Emotions	What are their loves and hates?

For each step, identify the service elements from a customer perspective using customer language. Plot the level of satisfaction at each point (it is best if it is based on actual feedback) and the result will look similar to a heart monitor.

Step 4

Moment of Truth

This is where you identify pivotal points where customers are highly emotionally engaged or challenged. Think about it as those decision points (probably about 3 or 4) where they may consider quitting, coming back later or going elsewhere.

Step 5

Solutions

These are the outputs, having identified key points and adding the experience to this, will help you identify what you can change and put in place or whether you continue to do the same thing as it is working well. Look at what you can control and where you can optimise the customer experience and strengthen your relationships.