

# CUSTOMER JOURNEY MAPPING | The CSPN Approach



## What is Customer Journey Mapping?

A **Customer Journey Map (CJM)** is a visual representation of every interaction a customer has with a company. It tells the story of **customer experiences** with an organization from awareness, to interaction, engagement and through to sustaining the relationship. A CJM helps businesses understand their organization from a customer perspective. CJM's add value by gaining insights into common **customer pain points & concerns, improvement opportunities** for the CX, and by identifying the operational, human resource and technology requirements that impact the organizations desired CX.

## Why Journey Map?

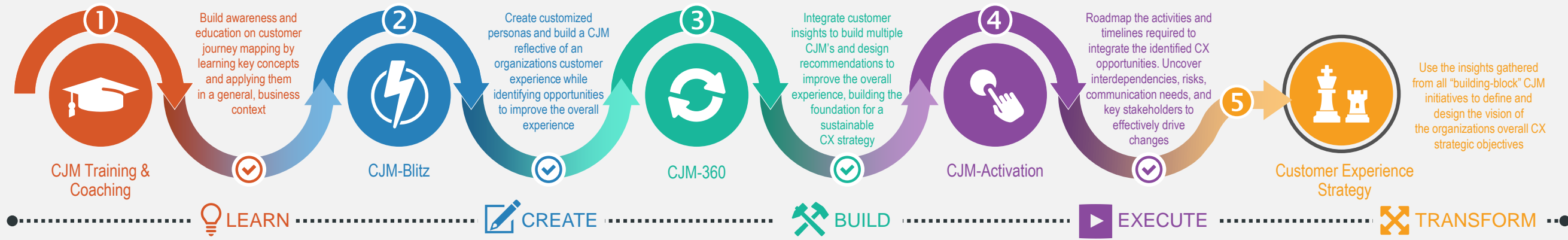
In an increasingly competitive business environment, a company's ability to **create positive customer interactions** with their products / services is paramount to success. Mapping the customer journey is a critical element to a company's ability of becoming more customer-centric. Journey mapping increases companies' understanding of the activities, expectations, thoughts, and feelings of their customers. It is also a **powerful driver of change**; enabling organizations to dispel silos, streamline services across departments, and tailor offerings to meet critical customer needs. The journey map acts as a dynamic tool that a company can use to formalize and standardize their approach to great customer experiences!

## The CSPN Approach to Journey Mapping

**CSPN's Customer Journey Mapping Initiatives** guide organizations through the understanding, planning, design, creation and management of customer journey maps. Beginning with uncovering CJM fundamentals and concepts, each CJM initiative **grows on the last, all the way to building a sustainable CX Strategy**. Initiatives are **client tailored and comprehensive** engagements that act as **building blocks towards the design or improvement of an organizations overall Customer Experience Strategy**.

**70%** of buying experiences are based on how the customer feels they are being treated!

CJM Initiatives are Tailored to Specific Client Needs and can be Delivered INDIVIDUALLY or as a Comprehensive END-TO-END Customer Experience Program



**CJM Training & Coaching**

**PURPOSE**

- Educate participants on foundational CX / CJM concepts and principles, empowering them with the skills and tools required to begin to build a CX-centric culture

**WHO CAN BENEFIT?**

- Organizations who are either new to the CX ecosystem or are looking to "skill-up" their teams to become truly customer-centric

**OVERVIEW OF ACTIVITIES**

- 1 full-day interactive session focused on fundamental CX/CJM concepts and developing a baseline CJM for one key persona

**BUSINESS IMPACT**

- A knowledgeable and skilled team ready to start strategizing on required CX initiatives to drive organizational change to become more customer-centric

**CJM-Blitz**

**PURPOSE**

- Deliver targeted CX insights and design customized CJM's to uncover customer pain points and subsequent opportunities to enhance the organizations overall CX

**WHO CAN BENEFIT?**

- Organizations who want to gain foundational CX insights and an understanding of their customer touchpoints / emotional interactions

**OVERVIEW OF ACTIVITIES**

- Develop 1 unique customer persona and baseline CJM
- Facilitate CJM working group session to enhance the baseline journey
- Design directional insights & recommendations summary report

**BUSINESS IMPACT**

- Visually designed / detailed customer journey map and corresponding recommendations and opportunity report to enhance the CX

**CJM-360**

**PURPOSE**

- Deliver comprehensive CX insights (internal and customer focused) and design customized experiences with a supporting 360 degree analysis

**WHO CAN BENEFIT?**

- Organizations ready to undergo a CX transformation who need support understanding their current CX and redefining their future CX goals

**OVERVIEW OF ACTIVITIES**

- Conduct primary customer research (focus groups) and develop multiple personas and baseline CJM's for identified "journeys"
- Facilitate working group sessions to enhance the baseline journey
- Validate insights and ideate opportunities with customers
- Create in-depth recommendations & opportunities summary report

**BUSINESS IMPACT**

- Detailed customer insights and multiple CJM's that support organizational opportunities linked to a redefined, future state customer experience

**CJM-Activation**

**PURPOSE**

- Support the integration, implementation and execution of identified CX insights and opportunities aligned to business goals / objectives

**WHO CAN BENEFIT?**

- Organizations with a defined CX strategy or goals/objectives, but may lack the resource capacity or operational capabilities to manage implementation in-house

**OVERVIEW OF ACTIVITIES**

- Develop an in-depth CX activation plan
- Identify key elements required to achieve successful integration
- Facilitate working group sessions to align all people, operational, and technological requirements to integrate CJM initiatives

**BUSINESS IMPACT**

- A CX activation plan that is set-up for success, including fully engaged project teams / key stakeholders with tactical implementation guidance

**CX Strategy**

**PURPOSE**

- Design a comprehensive, company-wide CX strategy and empower team members to execute on the defined vision

**WHO CAN BENEFIT?**

- CX managers and leaders who are looking to design the future CX experience and build a sustainable culture of customer-centricity

**OVERVIEW OF ACTIVITIES**

- Document the current-state of company-wide CX / CX initiatives
- Define and design the future-state vision for the CX strategy
- Develop recommendations & opportunities design and deliver on the vision
- Define a detailed strategic roadmap to implement the new CX vision

**BUSINESS IMPACT**

- A comprehensive CX strategy defining the future state vision and opportunities to deliver on that vision - aligned to the overarching business goals and objectives

**The Power of CJM**

- An organizations customer journey map is a critical tool to their customer experience strategy
- The development of any CJM promotes cross-functional collaboration and engagement from key stakeholders
- CJM's enable a company-wide common understanding of the customer experience and how employees' roles impact its success, a key objective when building a customer-focused organization
- CJM's are dynamic documents that should pivot and iterate with the changing goals of an organization
- Effective utilization of CJM's means linking customer touchpoints to supplementary company data
- Sustainable CJM's align insights to key company metrics/tends to measure success over time
- Active, on-going use is the best way to utilize CJM's to identify how to meet long-term customer drivers

**Maintaining Momentum with your CJM**