

7 steps to start CUSTOMER JOURNEY MAPPING

1 Establish the scope of the project.

Clearly establish the scope of the project by defining who, what, where, and when. The map will help you show how and why.



When

The time period in the customer journey when the customer will achieve the outcome. What is the before, during and after of the journeyou are assessing?



Where

The channel(s) the



Who

The persona or customer.

Create one journey map per



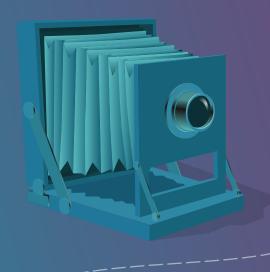
What

The goal, action, or task you want to improve. You may wish to prioritize journeys tha happen most often or have the most known issues.



2 Conduct internal research.

Gather existing data around the journey. This could include websit data, call center logs, social media posts, or operational data.



Map the 'current state' customer journey.

and experience you are mapping. Engaging with teams that touch the journey you are mapping will help tie the resulting journey map back to business processes, metrics and results.



make-or-break touchpoints in a customer's journey — is a key component of journey mapping. It takes "twelve positive moments of truth to counter one failed moment," according to service management researcher Richard Normann in his book *Moments of Truth*.



Conduct customer research.

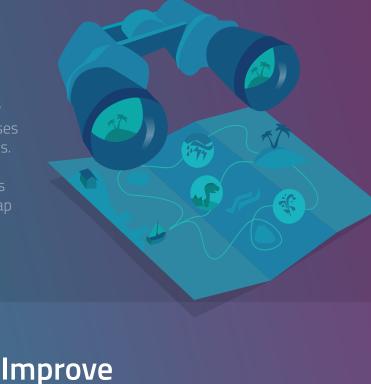
their own words. Keep questions open ended. Lister for "doing, feeling, thinking" verbs as the participant explains the steps.

The language customers use matters, and may offer

a clue into how they feel about a part of the journey.



to validate or disprove your team's observations. Discuss perception gaps. Train customer facing teams on the moments of truth and pain points that you've discovered. Make sure that your map includes accountability and metrics so that you can show results and improvements.





the journey. $\Rightarrow \Rightarrow \Rightarrow \Rightarrow \Rightarrow$ Put change into action by fixing what you've identified as a problem. Communicate the

journey and measure the behaviors that result from the change. Share insights and results outside of your team to help employees identify with the customer and have a voice in the customer experience.



Have you tried the

Signavio Journey Modeler yet?

As part of the Signavio Business Transformation

connecting your business processes with the way

customers actually understand them.
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sign up for a free personalized demonstration

Suite, Signavio Journey Modeler helps you operationalize customer experiences by



