



WEBCAST SERIES

Mapping the Customer Journey to Improve CEM Playbook Effectiveness

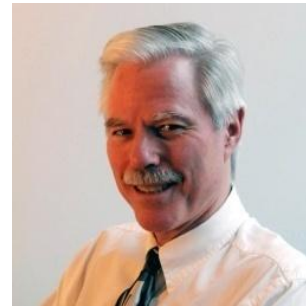
January 29, 2015
2:00 pm to 2:30 pm EST



Featured Speakers



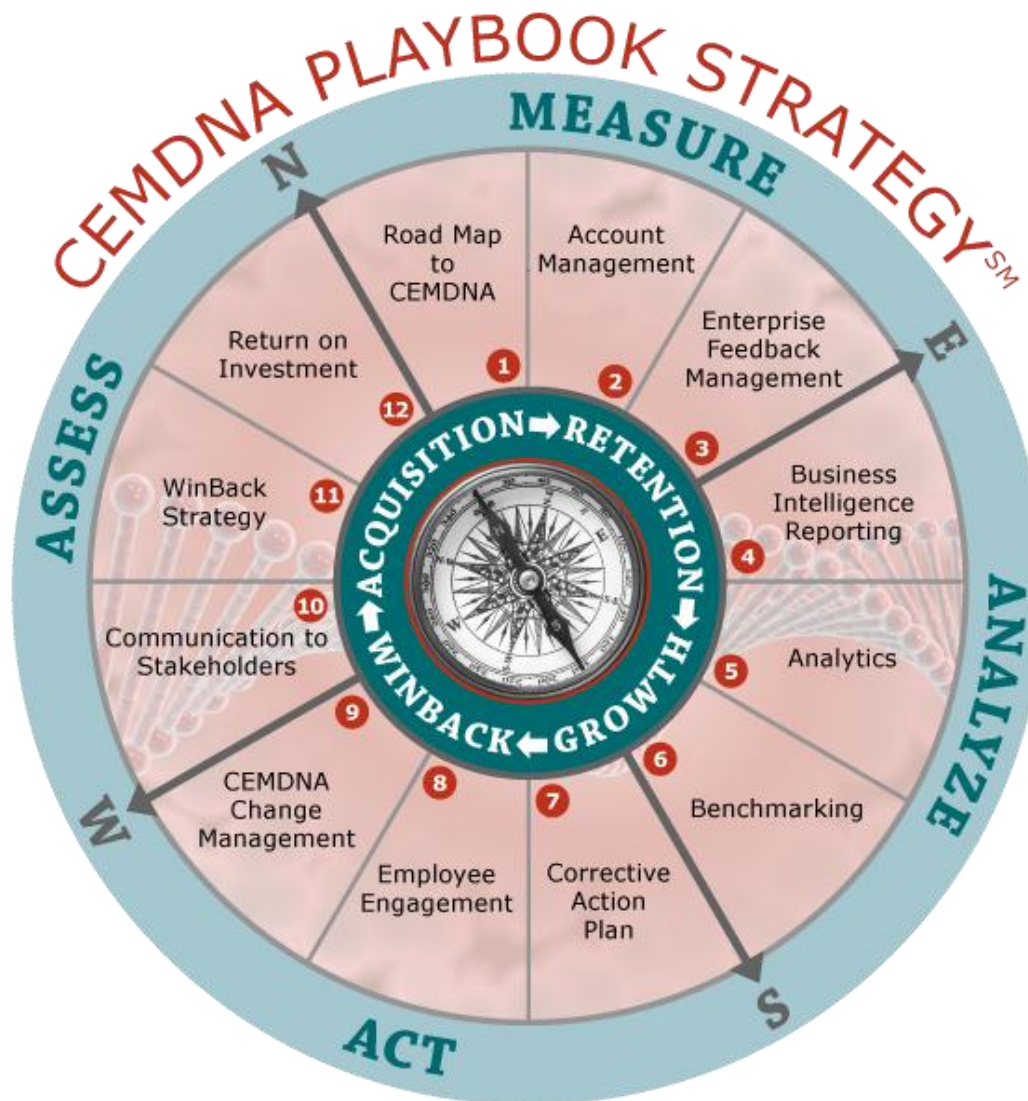
Janet LeBlanc
President



Bill Bradley
VP Marketing and
Business Development



CEMDNA Playbook StrategySM



Customer Experience Journey Mapping

Janet LeBlanc
President

Janet LeBlanc + Associates



 **JANET LEBLANC**
+ ASSOCIATES INC.

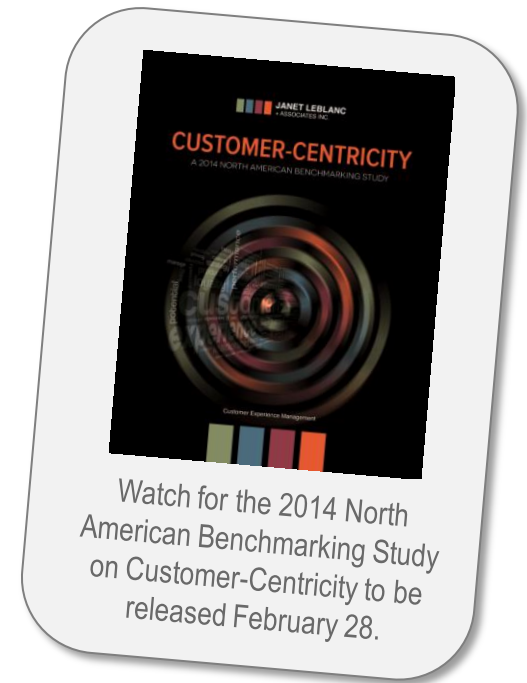
Core Capabilities to Drive Customer-Led Growth



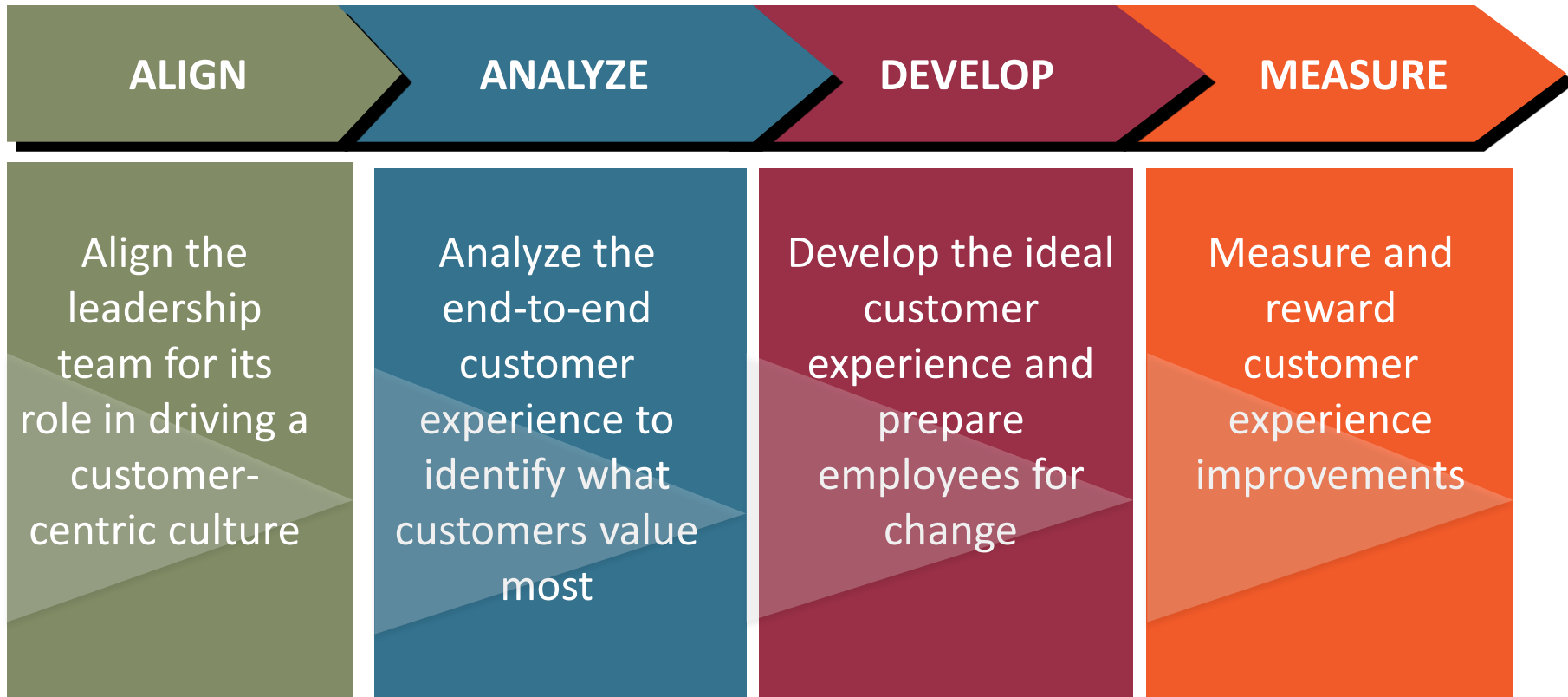
Janet LeBlanc

- ✓ Leadership Engagement
- ✓ Customer Insights
- ✓ Customer Experience Design
- ✓ Performance Management

“We partner with private and public sector leadership teams to develop customer strategies that drive business performance. Our goal is to help you create and sustain a customer-centric culture.”

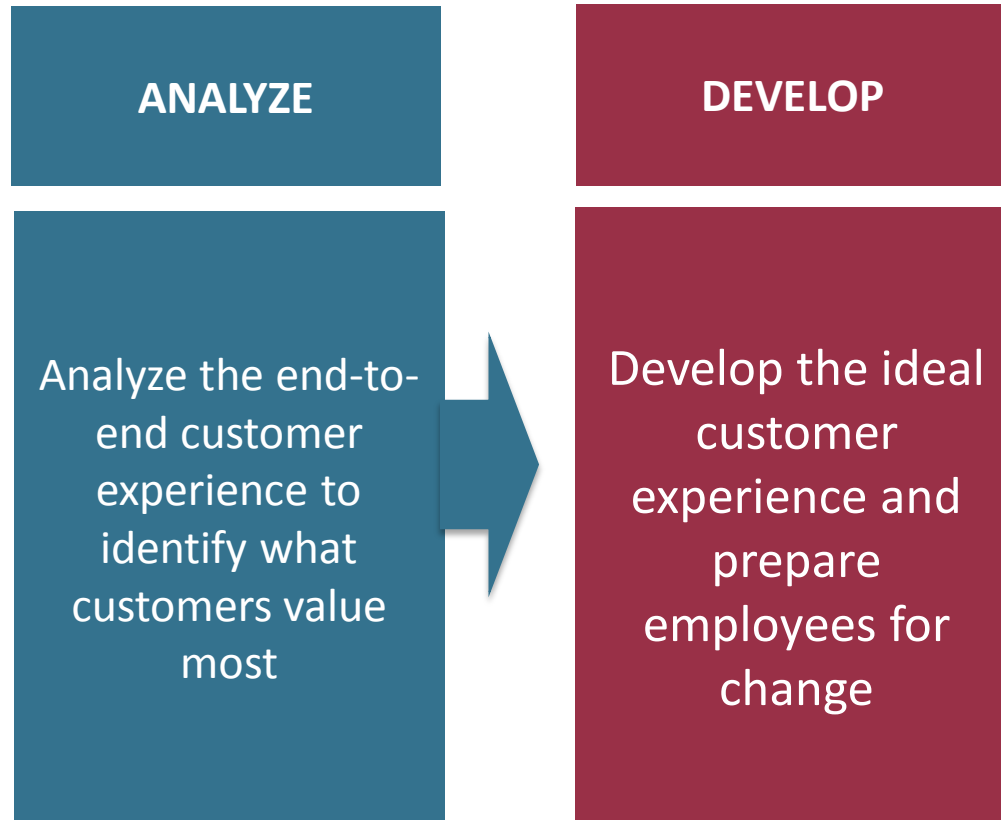


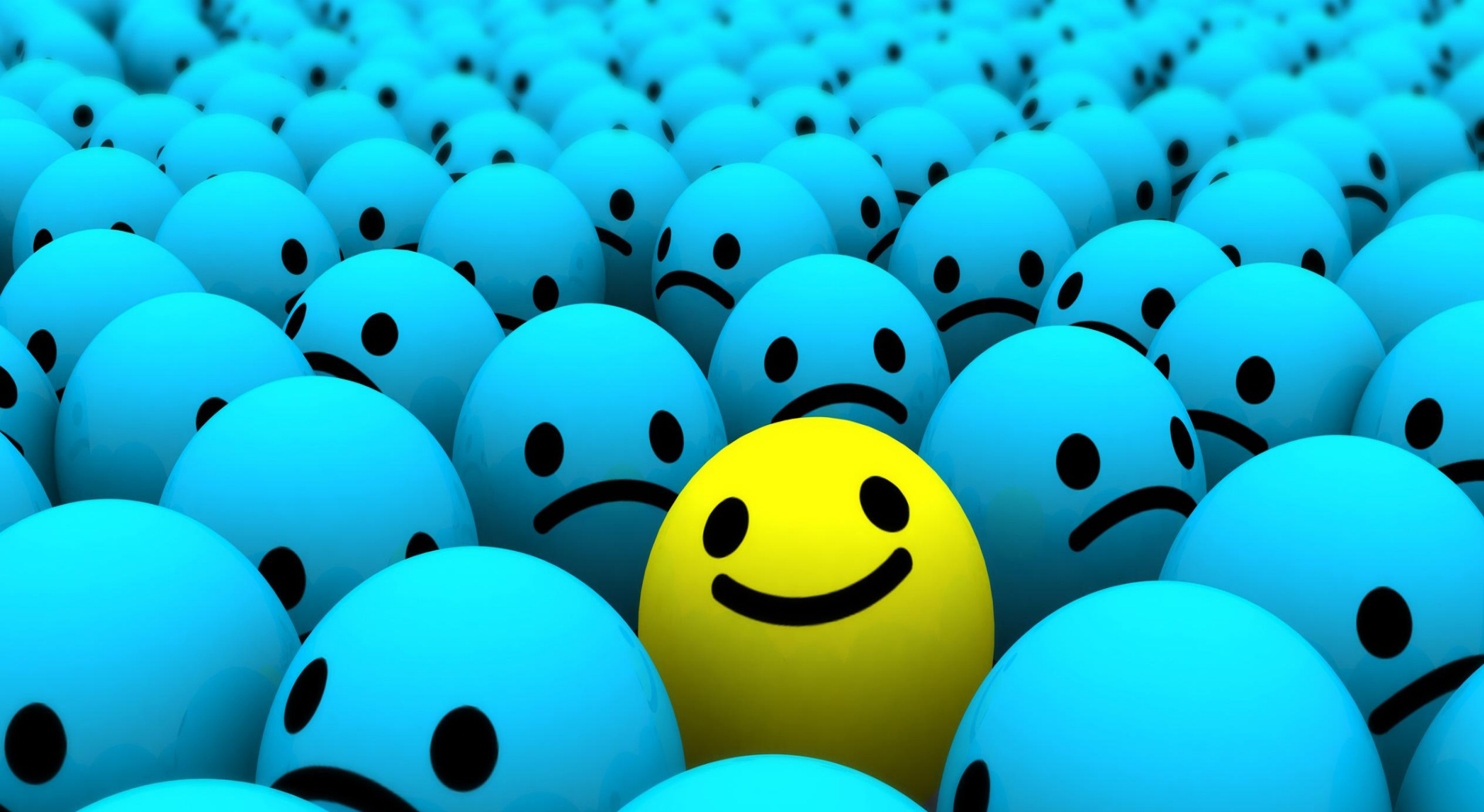
Transforming Your Customer Experience



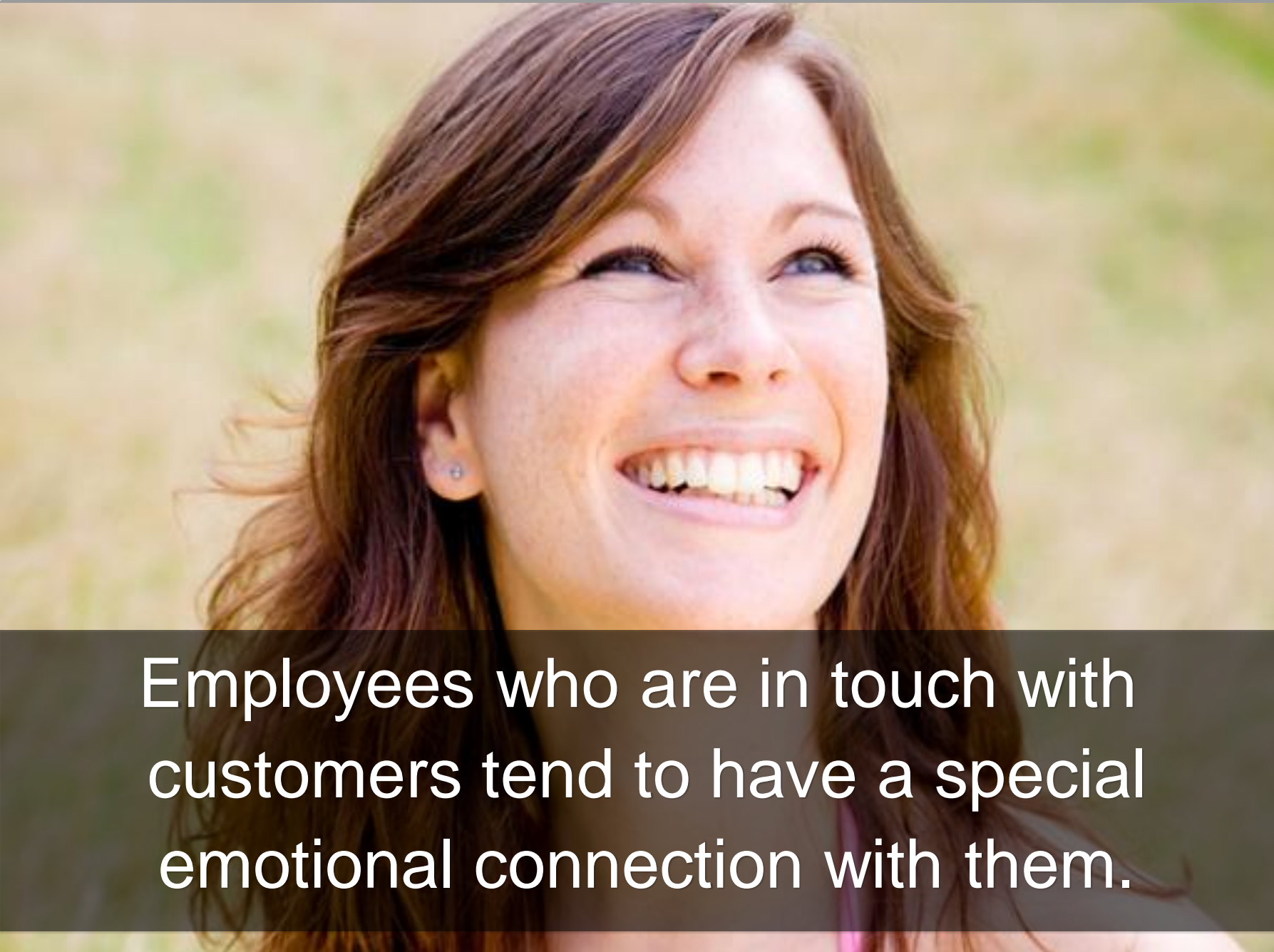
Transforming Your Customer Experience

Customer Experience Journey Mapping



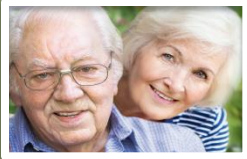


How customers perceive interactions with your organization—both what they think happened and how they **feel** about what happened.



Employees who are in touch with customers tend to have a special emotional connection with them.

Customer Experience Journey Mapping



Review / gather what is known about the customer experience

- Incorporate what you already know and have done (internal material and research)
- Define key target customer segments / develop customer persona
- Identify assumptions, barriers and limitations



Map the current customer experience

- Understand the current customer experience(s) in terms of accessibility, influencers, steps, resources, time, cost, etc.
- Isolate key pleasure, pain and combustion points and identify key activities that matter most



Understand how the experience affects customers

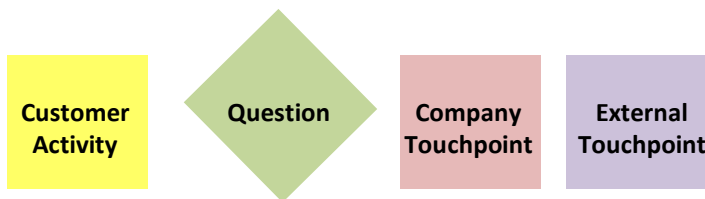
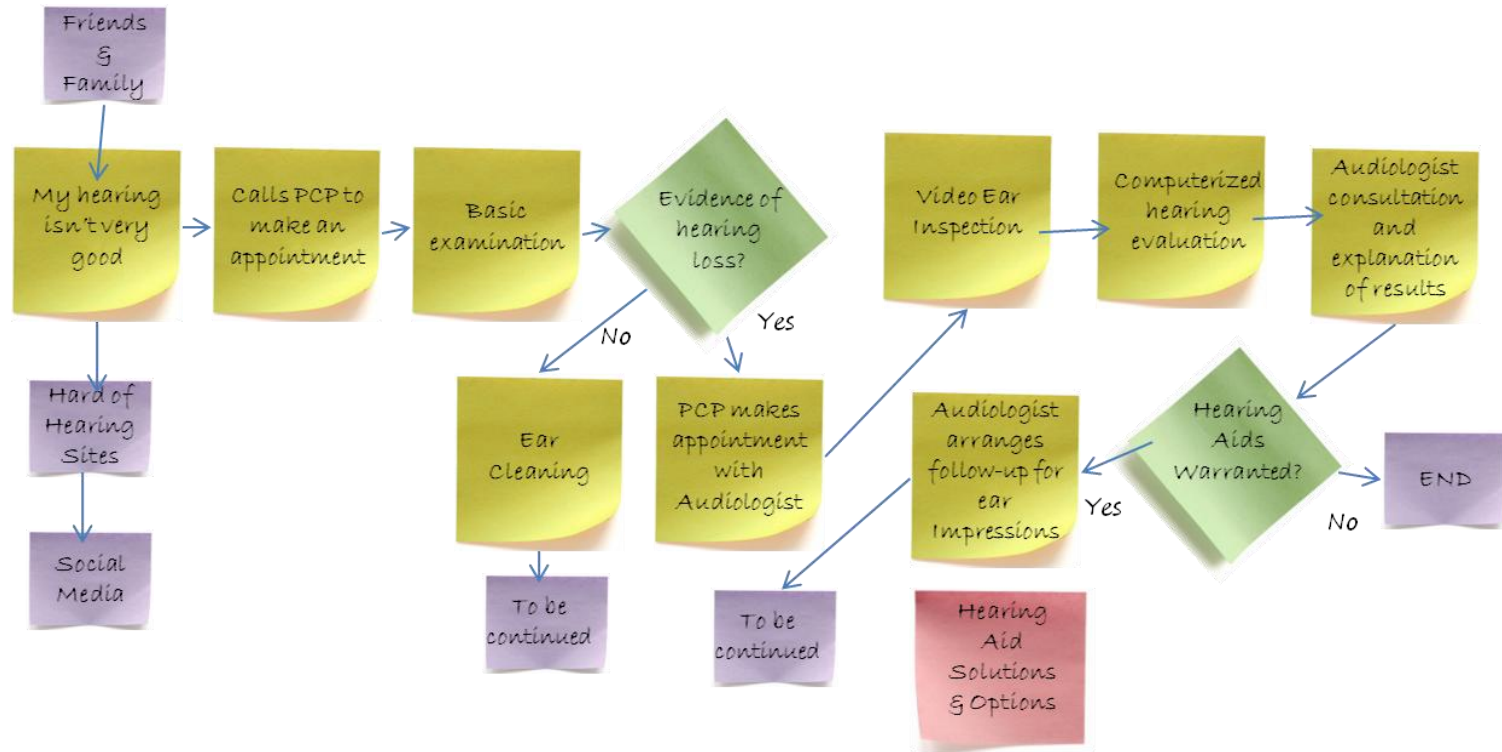
- Gain customer's perspective on key pleasure, pain and combustion points
- Uncover the emotional determinants of a WOW! experience



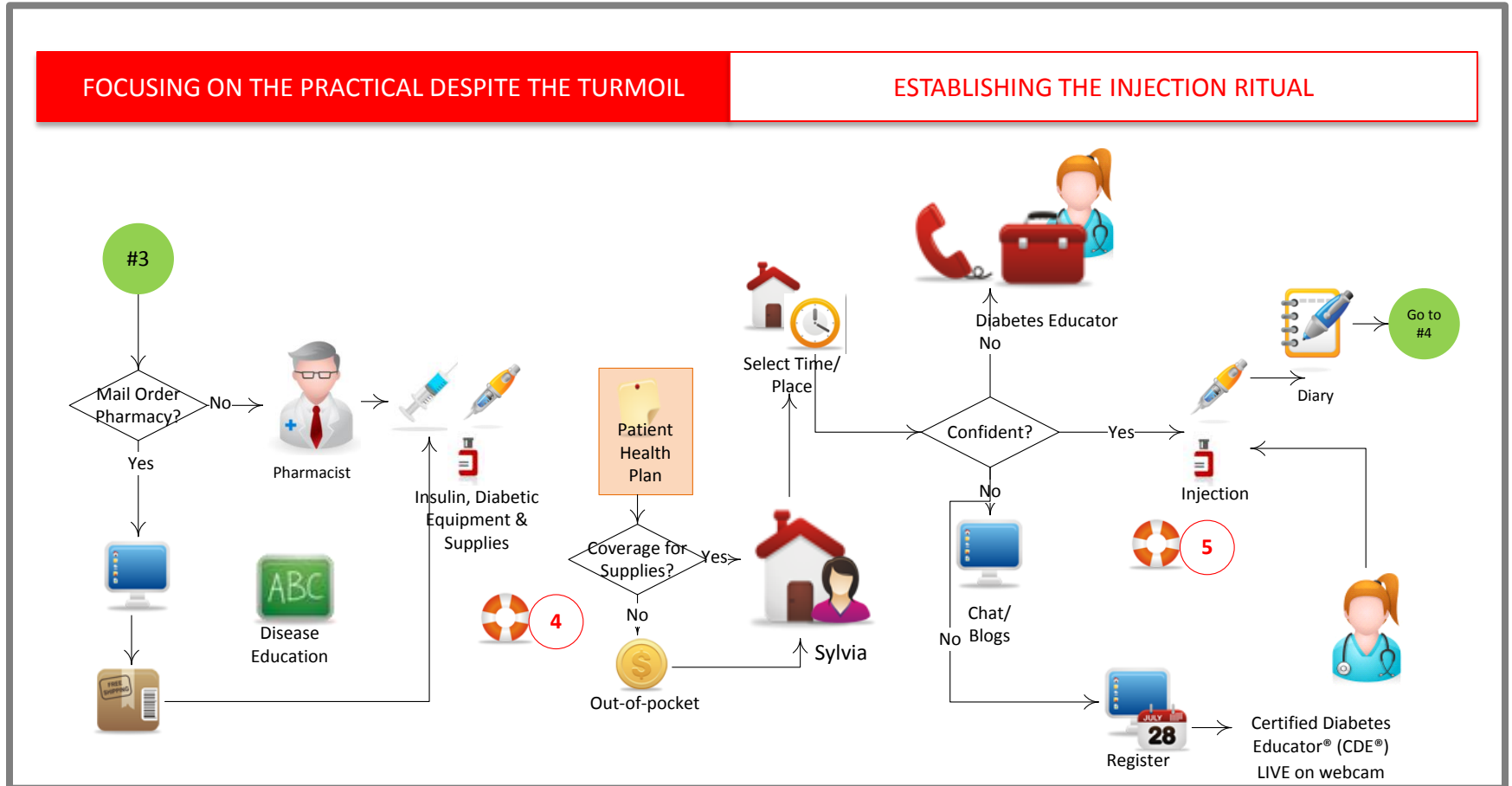
Create a roadmap for change

- Scope key gaps versus the ideal and/or desired experience
- Prioritize gaps and key opportunities over short, medium and long-term

Developing the Journey Map



Developing the Journey Map



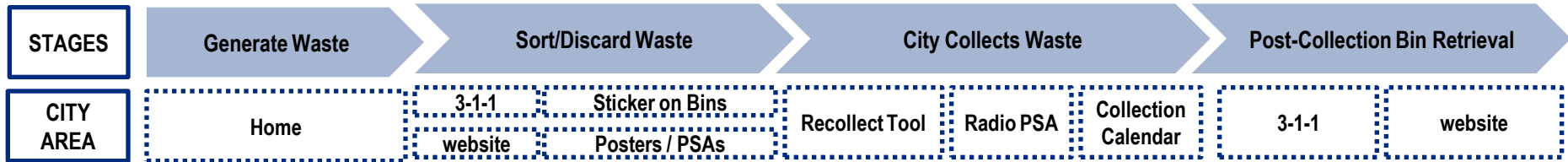
Guiding Principles / Key Insights

Consumers don't want a lot of extra packaging.

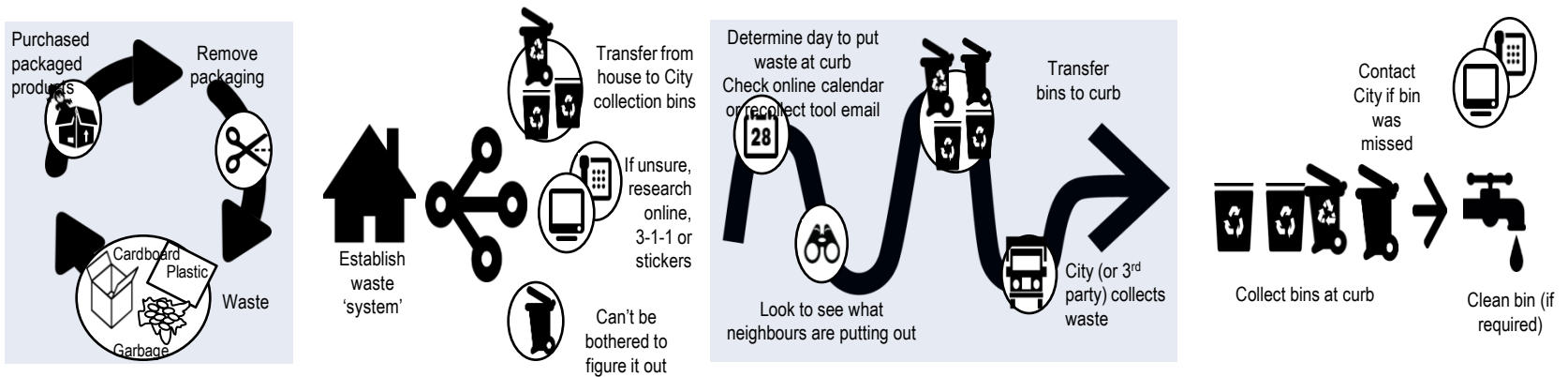
Sorting waste is complex.

Managing waste within a household is messy and takes up a lot of space.

Citizens will do the 'right thing' if the benefit is clear.



DOING



THINKING

• Can this stuff be recycled or do I throw it out?

• What goes where? What can be recycled and what needs to be thrown out? What is easiest?

• There are a lot of bins to carry out.
• I hope I didn't miss the truck - 7am is too early to put it out.

• Why is the bin in the middle of my driveway?

FEELING

• I'm annoyed / inconvenienced.

• I'm frustrated. I don't have time to sort all this waste and how do I know if I am doing it right?

• I'm stressed and/or rushed. I need to get the bin to the curb before I leave for work.

• I'm not satisfied/angry! My bin was not emptied / my bin was tagged / my bin is now broken.

MOMENT OF TRUTH

• Decision to recycle rests with it being quick and easy to do.

• Knowing what goes into each bin is key - having this info available and easy to find.

• Knowing when collection takes place and what gets put out - using channels provided.

• Bin is back where I left it and emptied. If not, satisfaction with the service is diminished.

Identifying Priorities for Change

Moment Of Truth / Moments That Matter Most	The interaction between a client and the organization that gives the client an opportunity to form (or change) an impression about the organization. These are the most critical points for the client—areas of pain or opportunities to delight.
Standards / Expectations	Establish what the client would expect in terms of time, approach, follow-up, etc. Identify areas to reinforce your brand promise.
Key Barriers	List the barriers that exist today to achieving the ideal experience.
Priority Initiatives—People, Process, Technology	Based on the current barriers, identify the priority initiatives in terms of people, process, and technology.

Using Journey Mapping for Change

- ✓ Share your Customer Experience Journey Map widely across the organization and brand team to finesse the map and share insights with key stakeholders across an organization.
- ✓ Use the Experience Map as part of an ideation session, as input into business process mapping improvements, and for training and development purposes.
- ✓ Communicate the importance of the customer experience to business performance and to measure improvements over time.

Customer Experience Journey Mapping



Customer Experience Management



Thanks for Your Participation



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Requests for Information

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