Insight exploration: customer journey mapping

This tool can identify key needs, likes & dislikes & current experience, helping to plan the best ‘experience’ and where communication is most appropriate.

Note: Journey maps can be simple or complex:
- One overall or for each customer type
- Simple or detailed steps
- Complex choices e.g. different channels

Assemble a team

Hot spots are where we can either win over or greatly disappoint people

Lay down big journey steps – try not to have too many. Agree 3-4 ‘moments of truth’ hot spots

Map out actions that matter to people at each step – what delivers a great experience

Agree what must be tackled as a priority

Type of journey

Hot spot

Journey steps

Experience at each step

Key Issues / opportunities

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