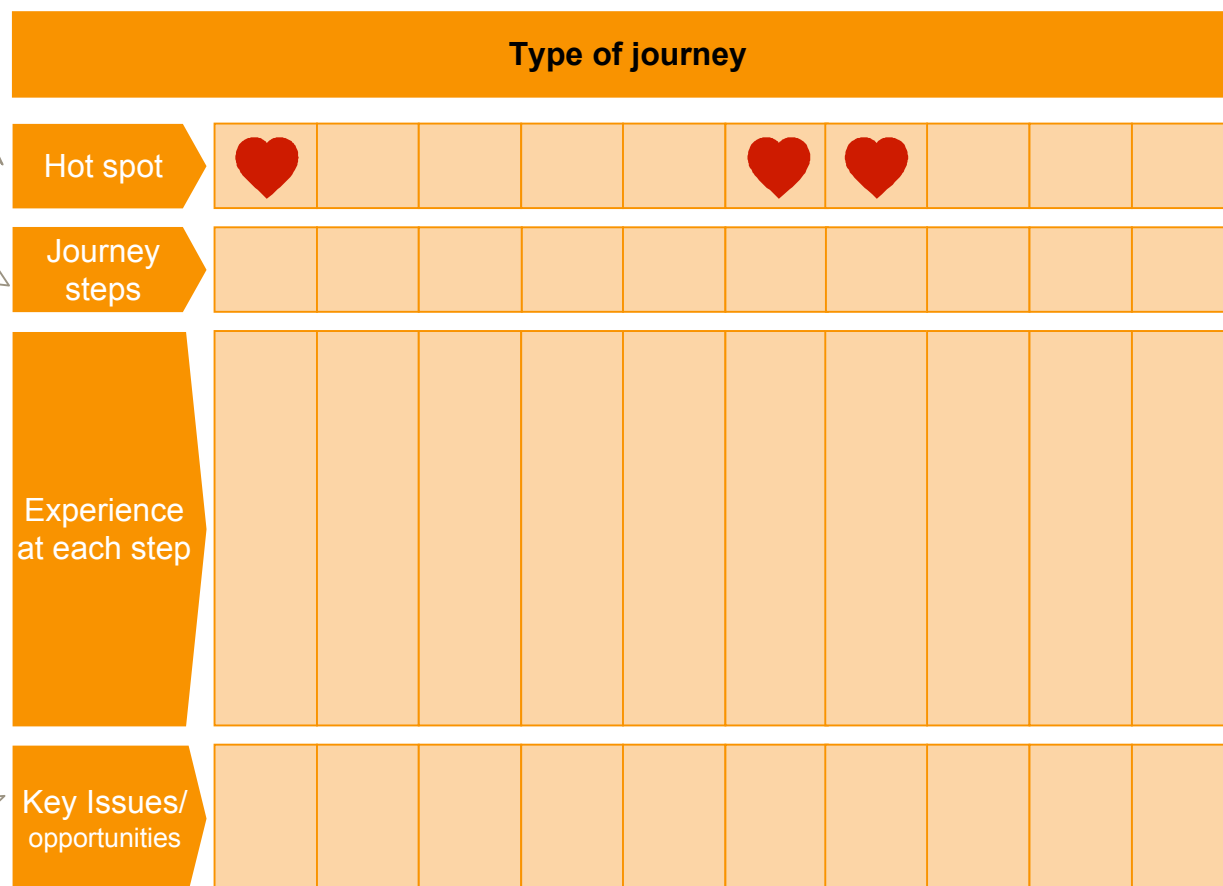# Insight exploration: customer journey mapping

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

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

Type of journey											
Hot spot	❤					❤	❤				
Journey steps											
Experience at each step											
Key Issues/ opportunities											

GCN engage...
Government Communication Network

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