# Customer Journey Mapping

Customer Journey Mapping is a strategic activity that charts user experiences to drive informed business decisions. By engaging with actual users and focusing on their key interactions and pain points, you can enhance user satisfaction and foster user-centered innovation. It's a collaborative and flexible process essential for optimizing customer experiences and boosting operational efficiency.

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## How It Works

**1  Define Objectives**

Tell us what problems you are trying to solve with this Journey Map

**2  Gather Insights**

We will collect nuanced insights from stakeholders and users

**3  Collaborate on the Customer Journey Map**

The insights will be converted into a detailed, actionable Journey Map in a strategic workshop

## This Is for You If…

You're concerned about strategic initiatives and innovation priorities not being based on detailed, user-centered insights

You're wondering about the key moments of a user's journey where their needs are not met and how you can create a smoother experience

You want a unified view of the customer experience that can bring alignment to your organization

## Strategic Workshop

A Customer Journey Mapping workshop to bring alignment and shared understanding of the user and business priorities to key business stakeholders.

## Detailed Customer Journey Map

An in-depth artifact that details key aspects of the user's journey, providing a clear view of where your business should focus.

## Persona Development

Detailed personas based on real user data collected during the journey mapping process. They will help your team empathize with users, ensuring that decisions are aligned with user needs.
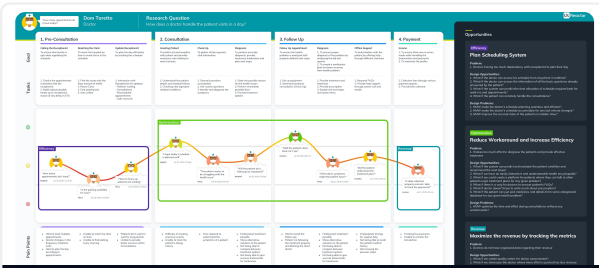
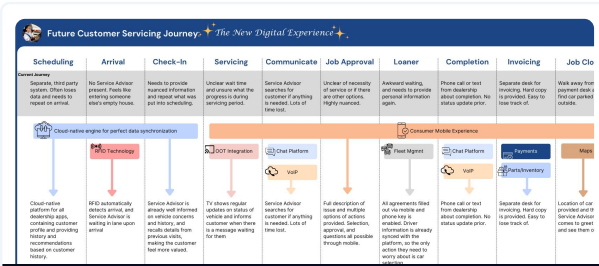## What You Will Get

# What It Can Look Like

## 4-8 Weeks

| Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 |
|--------|--------|--------|--------|--------|--------|

*Kick-off*

*Discovery Research*

*Strategic Workshop*

*Final Insights and Customer Journey Map*

# For All of Your Organization's Needs



Current State Journey Maps



Future State Journey Maps



Day in the Life Journey Maps



Service Blueprint

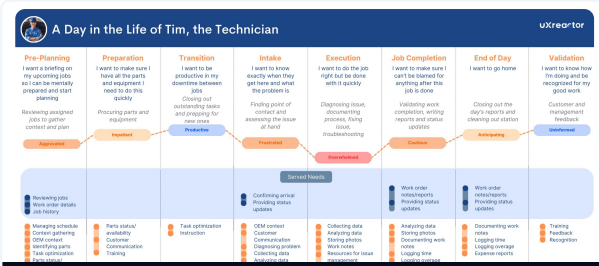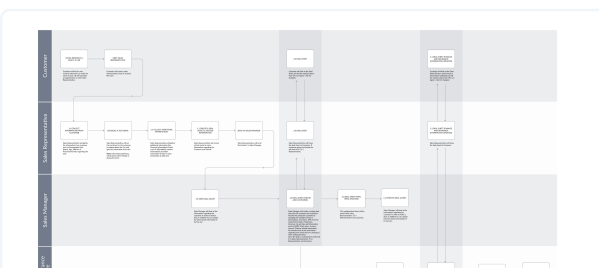# What Can Customer Journey Maps Do For You?

- ✓ Help you understand and increase empathy for your end user(s)

- ✓ Inform functional requirements

- ✓ Identify what parts of the journey to optimize

- ✓ Drive decisions for product or service development

- ✓ Shed light onto cross-functional dependencies

- ✓ Guide the improvement of service delivery

- ✓ Facilitate the creation of omnichannel strategies

- ✓ Help monitor and benchmark progress

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