



Customer Value Mapping

Closing the Value Gap

The research is clear: companies that enable their customers to achieve their desired business outcomes consistently drive sustainable growth. The method by which those outcomes are achieved is almost entirely dependent upon the ability to deliver a unique and optimized customer experience.

Continually optimizing the customer experience throughout the customer life cycle isn't easy. But a **Customer Value Map** can help.

A visual representation of a customer's **Jobs-to-Be-Done** — their main objectives and desired business outcomes — juxtaposed to with how they interact with your products, processes, and people to complete those Jobs, the Customer Value Map provides insights into a specific customer's experience that enable you to constantly improve the experience.

"It is no longer enough to have a customer journey... you must simultaneously consider their most urgent needs and their long-term goals. A linear engagement model or customer journey from Marketing to Sales to renewals fails quickly."

GAINSIGHT
10 NEW LAWS OF CUSTOMER SUCCESS

A Customer Value Map for each of your key customer personas can help transform your organization by defining a focal point for the daily work of the team: the customer's Job-to-Be-Done. This in turns enables leads to better choreograph pivotal customer interactions and experiences, build enduring relationships, and ultimately deliver compelling value.

Our one-day Customer Value Mapping workshop (see sidebar) offers a lightweight, high-impact first step that simultaneously transfers the capability to continually accelerate time-to-value for all of your customers.

1-DAY CUSTOMER VALUE MAPPING WORKSHOP

Our Customer Value Mapping engagement centers on a 1-day cross-functional workshop focused on identifying three elements in the customer experience:

1. Points of friction
2. Value gaps
3. Improvement opportunities

We begin by working from the customer back, gaining actionable insights into key customer personas by using a design-thinking tool known as Empathy Mapping. This exercise enables workshop participants to better understand and align with the customer's point view by using their collective cross-functional experience to detail the unique characteristics of the assigned customer: their traits, their actions, feelings, influences, and thoughts.

The Empathy Map informs the major Value Mapping exercise: completing the proprietary Value Mapping Canvas, a visual tool charting six key aspects of the customer's **Jobs-to-Be-Done**:

- **Key Touchpoints** between the customer and the product
- **Key High Points** of the customer's experience
- **Points of Friction** that slow down value delivery
- **Value Gaps** that may indicate potential churn
- **Internal Processes** that produce those gaps
- **Key Opportunities** for closing those gaps

CUSTOMER VALUE MAP CANVAS

Customer	JOB #1		JOB #2		JOB #3	
	Job-to-be-Done (Main Objective)	Desired Outcome (Key Result)	Job-to-be-Done (Main Objective)	Desired Outcome (Key Result)	Job-to-be-Done (Main Objective)	Desired Outcome (Key Result)
To whom do we deliver value? (Position, profile, picture, etc.)	Verb + Object + Circumstance <i>(e.g. Protect important information from exposure)</i>	Delta + Measure + Focus <i>(e.g. Minimize loss of confidential company data)</i>	Verb + Object + Circumstance <i>(e.g. Protect important information from exposure)</i>	Delta + Measure + Focus <i>(e.g. Minimize loss of confidential company data)</i>	Verb + Object + Circumstance <i>(e.g. Protect important information from exposure)</i>	Delta + Measure + Focus <i>(e.g. Minimize loss of confidential company data)</i>
KEY TOUCHPOINTS What are the primary ways this customer interacts with us in their journey to getting this job done?						
KEY HIGH POINTS What does the customer find makes this customer's job-to-be-Done easier and/or faster?						
POINTS OF FRICTION What do we do that slows this customer down from achieving their desired Outcome?						
VALUE GAP What happens during this job that prompts this customer to seek other solutions? ("I can't...")						
INTERNAL PROCESSES Which of our company processes or activities are linked to the Points of Friction and Value Gap?						
KEY OPPORTUNITIES How might we improve this Job-To-Be-Done experience in the future? (experiments, solutions, etc.)						