



customer experience improving the journey

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

Optimizing the customer experience throughout the customer life cycle isn't easy. But a Customer Journey Map (CJM) can help.

A visual representation of a customer experience over time as they interact with your products, processes, and people, a good CJM is a visual story designed to provide insights into the customer's journey that enable you to continuously improve the experience.

Companies that deliberately transform how they grow are able to do so because they think about the people at the end of their decisions. They earn the right to grow by improving their customers' lives.

STRATECHIA

A good CJM can help transform your organization by becoming the true starting point for your daily work. Instead of starting with your functional silos, the CJM becomes the narrative through which you address business priorities. Your planning will be guided by understanding where you are meeting, exceeding or disappointing the expectations of your customers, through stage of their experience.

The CJM helps prioritize investments, guides how leaders ask for accountability, and drives focus on operational metrics. In fact, improving the customer experience can be the very means by which revenue will grow, and grow profitably.

We help you map the customer's journey through all of their interactions with your company, a critical step in choreographing experiences and build enduring relationships.

JOURNEY MAPPING

Our approach to customer journey mapping centers on our Customer Journey Canvas, which maps an initial charting of key jobs-to-be-done, key goals, touchpoints, painpoints, emotions, customer problem statements, internal processes, and improvement opportunities.

CUSTOMER JOURNEY CANVAS						
KEY CUSTOMER	PHOTO	KEY JOB TO BE DONE (J1)	KEY JOB TO BE DONE (J2)	KEY JOB TO BE DONE (J3)	KEY JOB TO BE DONE (J4)	KEY JOB TO BE DONE (J5)
KEY TOUCHPOINTS						
KEY PAIN POINTS						
KEY EMOTIONS						
CUSTOMER PAIN POINT STATEMENT						
INTERNAL PROCESS						
OPPORTUNITIES						

Our approach is accomplished through three key phases:

Phase 1: Half-day cross-functional employee workshops using the Customer Journey Canvas to produce a hypothetical customer journey map ready to be validated with customers.

Phase 2: Meetings, interviews, and workshops with customers to validate, change and expand draft customer journey maps created in Phase 1.

Phase 3: Working sessions to close gaps and add insights from Phase 2, revise initial journey drafts, and prepare to render a visual representation.

SAMPLE CUSTOMER EXPERIENCE CLIENTS

