

BUILDING YOUR CUSTOMER JOURNEY

CREATE RAVING FAN EXPERIENCES

Hello! My name is Frances, and I am a corporate-world customer experience nerd turned productivity consultant.

I've spent 20+ years of my career working with giant brands like ME Bank, Lifeline, Sunsuper & UNSW to help them better understand and improve their customer's journey.

Customers are the lifeblood of our businesses.

Understanding our customers and the journey (or experience) they have as they interact with us is a critical foundation for success.

This understanding shapes the marketing, sales, product/service delivery, business operations, technology & financial functions in your business.



NICE TO MEET YOU!



WHAT IS A CUSTOMER JOURNEY



Your customer journey is an overview of your **customer's experience** interacting with your brand, **seen from their point of view.**



WHY DOES IT MATTER

1

Identify & Resolve Customer 'Leak' Points

2

Develop Deep Empathy for Your Customer

3

Leverage Opportunities to Expand Your Reach



AMPLIFY YOUR IMPACT

WHEN TO DO YOUR JOURNEY



- ✓ When you want to **improve** your customer experience or business outcomes
- ✓ When you are **designing or launching a new** product or service



USING YOUR CUSTOMER JOURNEY



- ✓ Ask for referrals, reviews or decisions at the **peak of emotion**
- ✓ Identify the **drivers** for low conversions or lost sales
- ✓ Simplify or **streamline** the customer journey



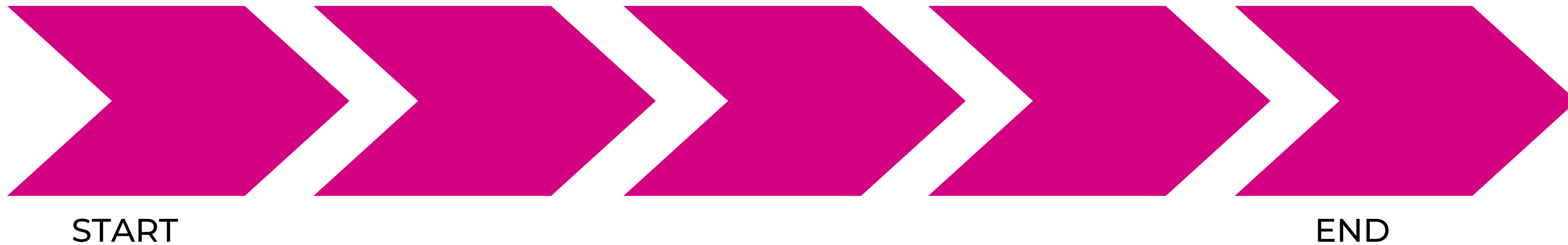
BUILDING YOUR JOURNEY

- 1 Define The Stages Of Your Journey
- 2 Identify Your Customer's Actions At Each Stage
- 3 Highlight Your Customer Touchpoints
- 4 Explore Your Customer Sentiments
- 5 Consider Your Improvement Opportunities



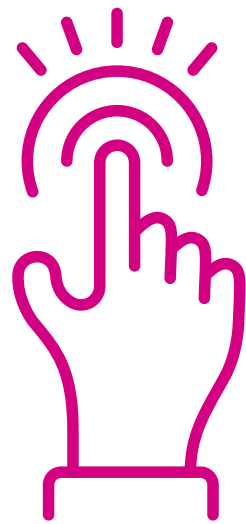
STAGES OF YOUR JOURNEY

Stages are the stepping stones in your journey. Like seasons in a year, they represent the transitions a customer moves through to go from the start to the end of their experience with you.



CUSTOMER ACTIONS

Customer Actions are the things that your customer needs to do in order to participate in and complete that stage.



CUSTOMER TOUCHPOINTS

Customer Touchpoints are the things (physical or digital) that your customer interacts with while completing their actions.

