

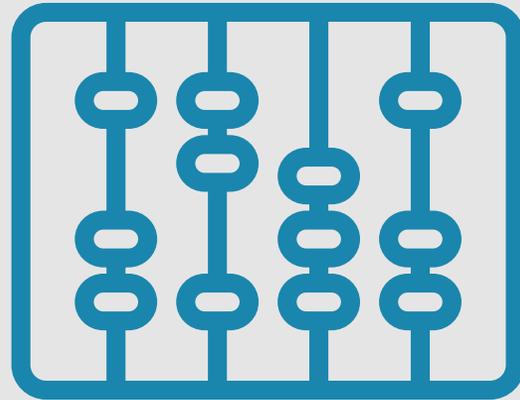
THE
CUSTOMER
EXPERIENCE

COMPANY (SA)

CUSTOMER
JOURNEY
MAPPING
training

THE CUSTOMER EXPERIENCE

COMPANY



In today's highly competitive business environment, where many businesses offer the same products and services at similar prices, management are actively searching for a key point of competitive differentiation to increase market share.

Research proves that companies who are winning the battle for market share, are actively focusing efforts and resources on driving a better Customer Experience.

Driving a better customer experience ultimately increases sales, improves customer loyalty and reduces churn. All the key factors that every business must be considering in order to thrive in the future.



Customer Journey Mapping is the **starting point** for identifying and understanding customer needs and provides an intelligent framework on which to build an effective customer centric strategy.

A Customer Journey Map is a diagram that illustrates all the steps a customer goes through when engaging with a company or a brand, whether it be a product, service, retail experience or online experience.

There are always two Customer Journey maps; one that identifies the current experience a customer has when doing business with our company; and one that identifies the ideal journey we must create to drive a better customer experience.



CURRENT CUSTOMER JOURNEY MAP

CUSTOMER JOURNEY MAP

MAP FOR THE 'CURRENT' CUSTOMER JOURNEY

AWARENESS STAGE

MAP WHAT CUSTOMERS DO WHEN THEY
LEARNED YOUR EXISTENCE

CONSIDERATION STAGE

MAP WHAT CUSTOMERS DO WHEN THEY
CONSIDER TO CONSUME YOUR SERVICES

PURCHASE STAGE

MAP EACH STEP OF A CUSTOMER
PURCHASE PROCESS

POST PURCHASE STAGE

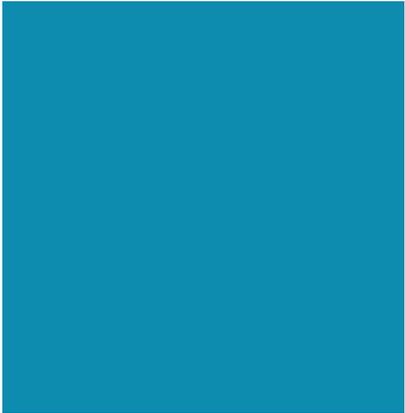
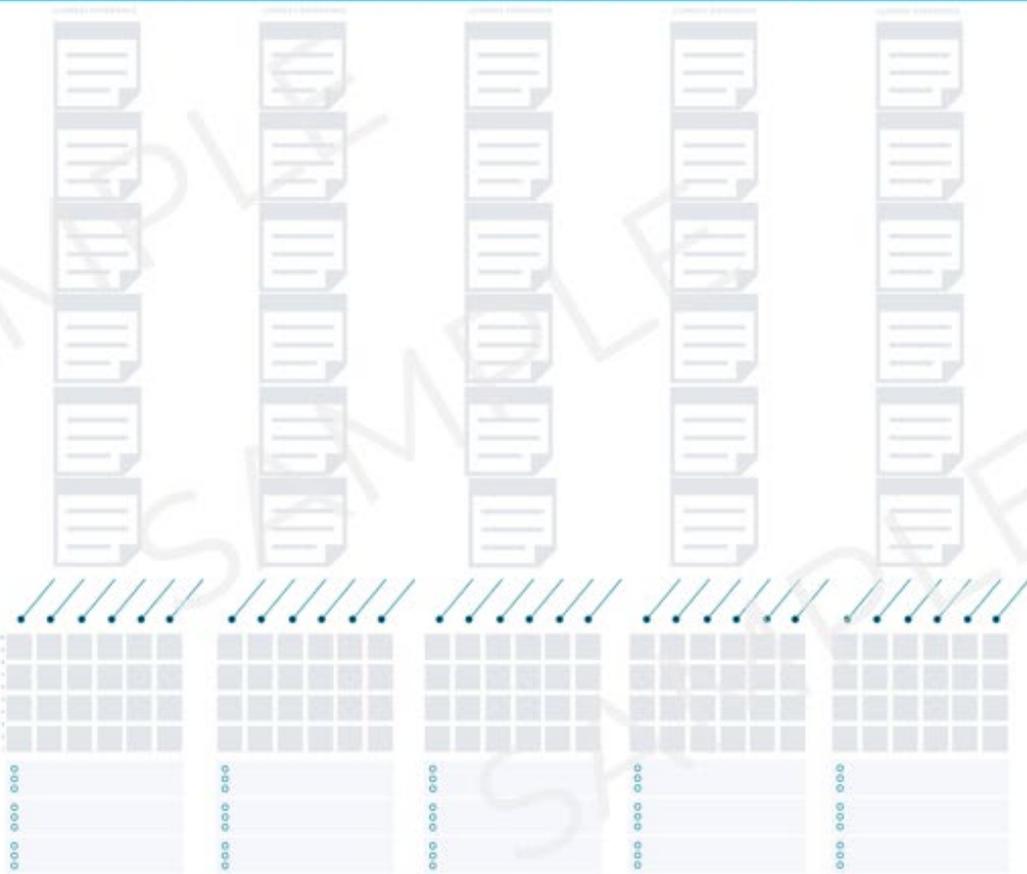
MAP WHAT HAPPENS AFTER
A CUSTOMER HAS PURCHASED

LOYALTY STAGE

MAP WHAT YOUR COMPANY NEEDS TO
ENCOURAGE CUSTOMER LOYALTY & REPEAT PURCHASE



TOUCH POINTS





CUSTOMER JOURNEY MAPPING

DRIVING EMPLOYEE ENGAGEMENT
interactive & immersive workshops

Customer Journey Mapping workshops allow participants the opportunity to ‘walk in the shoes’ of their customer and identify processes and procedures that either add value to or become obstacles in the current experience.

This interactive session allows participants to get out of the head space of being a ‘supplier’ and get into the head space of being a customer of your business.

Customer Journey Mapping is designed on the premise that until we travel the journey of customers, we can not fully understand what the business is doing right and what is hindering a frictionless and smooth customer experience.

CUSTOMER JOURNEY MAPPING SUMMARY

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Customer Journey Mapping workshops run from 2 – 4 hours depending on client requirements. The workshops begin with a presentation by Lynn Baker entitled 'Beyond Customer Service to Driving Customer Experience'. The presentation outlines the difference between 'customer service' and 'customer experience' and highlights the 6 key demands of today's tech savvy and sophisticated customers. During this fast-paced presentation, Lynn highlights examples of how global companies such as Amazon, AirBnb and others are focusing on driving a better customer experience to increase sales, improve customer retention and drive loyalty.

After the presentation, participants are broken into groups and teams are asked to identify a customer persona. Teams then simulate the current journey that a customer travels when doing business with the company. Along the journey, they will be asked questions and required to do assignments relevant to the customer journey. During the mapping process, they identify key customer touch points, as well as obstacles that are creating pain points for customers. Teams are asked to document key issues that require management intervention to fix or alternatively provide solutions on how they can change processes and systems to reduce pain points.

The workshop concludes with each team delivering a short presentation to the entire group on what they learned during the customer journey mapping, what's working and what's not working. They will be required to identify 3 quick fixes that they can implement on their return to the office, that will ensure a smoother customer experience in the future.



CUSTOMER EXPERIENCE SPECIALIST (CXs) (CX UNIVERSITY)

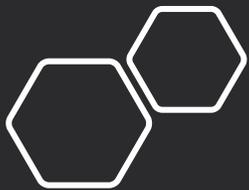
LYNN BAKER is the CEO of Customer Experience Company, a recognised international speaker on Customer Experience, CX Strategist and designer of The Customer Journey Game. Lynn is also a Board Member of the Customer Experience Assoc of South Africa.

In 2006, Lynn attended the Disney Institute - 'Quality Service Course' in Florida and on her return, she successfully implemented many of the Disney service philosophies at Montecasino Corporate Events which she ran at the time. Subsequently, she has attended a Customer Experience Masterclass in Dubai, qualified as a Customer Journey Mapping Facilitator and more recently, qualified as a 'Customer Experience Specialist' through CX University – the only person in South Africa to do so to date!

In 2018, Lynn attended the Disney Customer Experience Summit in California to learn how Disney have moved from merely delivering customer service to driving customer experience and she shares many of her learnings in her keynote speeches.

In November 2018, Lynn was invited to be a Judge at the 'International Customer Experience Awards' held in Amsterdam, and in January 2019, she was a Judge at the 'Gulf Customer Experience Awards' held in Dubai. She will be Judging the International Customer Experience Awards again in 2020.

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