

CUSTOMER EXPERIENCE MAPPING



Understanding your customer's journey – are your services customer centric?



Organisations overrate their ability to interpret the customer's true experience. The challenge for service organisations is ensuring that staff have the knowledge and skills to deliver the services required by customers. This is an opportunity to build customer engagement, loyalty and satisfaction levels.

Customer Experience Mapping is a methodology to discover how customers (and potential customers) feel as they experience your service. Customer Experience Mapping will allow your organisation to identify the required skills and knowledge to deliver a positive customer experience.

So if Customer Experience Mapping is on your radar, we would highly recommend this program to get everyone on board.

Stage 1 – Customer Experience Workshops (2–3 workshops)

These short workshops are designed to map the customer experience. Using a visual/process mapping process, participants will analyse and map the touch points with the customer. This proven process is also known as journey mapping. You can also identify moments of truth to enhance the customer's experience. Don't make the mistake of making this process too complicated as you could get lost in Stage 1 for years (with no actual result).

- * Chart the course of the customer
- * Advantages and disadvantages of "Net Promoter Score"
- * Identify the truth about the customer experience
- * Tell the customer story

Participants will then use this information to analyse the skills that staff would require to ensure a positive customer experience. This process involves identifying how and when staff can positively influence the customer experience and the role that learning and development can play. This information will form the basis of the learning content and format. It is recommended to run up to 3 Customer Experience workshops with key stakeholders and internal influencers. There is also a debrief session with management at the end of Stage 1 with key findings and recommendations.



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Stage 2 – Design and Development

Stage 2 will involve designing and developing a learning program based on the outcomes of the Customer Experience Mapping workshops which means that the learning program will focus on developing staff to deliver on the customer experience. This stage will include developing a range of learning and activities and formats that will allow you to build individually focused learning programs based on staff needs.

Learning activities will typically include:

- Face to face learning
- E learning
- Coaching sessions - face to face or via technology
- Mentoring and peer to peer learning
- Communities of practice
- Just in time resources

Stage 3 – Execution

The next stage is delivering the learning programs. Learning programs can be arranged as stand-alone activities or as part of an agreed development plan or curriculum for individual staff. This means that staff can either focus on very specific development needs (e.g. Challenging Conversations) or a development program that includes a range of learning programs and activities. During the execution phase, we will work closely with the learning and development team to evaluate the learning programs to ensure relevance and effectiveness. During the execution stage we will employ a rapid design process to design and develop learning programs as the need arises.



Where to from here

Rome wasn't built in a day. Let's develop the workshops in Stage 1 as a starting point. For a no obligation free consultation please contact our offices 1300 323 752



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