Exploring Journey Mapping and Its Role in Customer Experience
Evolve to Better Understand Your Customers
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The Evolving Customer Experience

The Customer Experience world is filled with buzzwords and changing trends. As customers and technology evolve, so too must the strategies to provide effective CX. Journey mapping is just the latest buzzword sitting on the tongues of CX professionals everywhere. What once was considered a minor process has blossomed into the focus of many organizations looking to better understand their customers.

What is Journey Mapping?

Journey mapping is an exercise intended to offer organizations a comprehensive view of the customer’s experience from initial contact throughout the relationship. By identifying and studying each point of interaction between the business and customer, your organization is better able to identify the experience you want to provide to your customer, and the experience your customer would like to receive.

Journey mapping also offers significant insight into the motivation, thoughts and expectations of the customer. By understanding the customer in context, an organization is better able to tailor communications and CX to the personality of its target audience. A better understanding of the customer also offers insight into the issues and factors that matter most to the customer.

The goal of journey mapping is to gain a better overall understanding of the customer and their needs. An effectively conducted journey mapping exercise will offer data needed to plan all CX initiatives with the perspective of the customer always in mind.

What is Journey Mapping’s Role in the Bigger CX Picture?

Journey mapping is a vital part of any strategic CX initiative. Without a thorough understanding of the customer journey, your organization lacks the information needed to design CX strategies that address issues and maximize strengths moving forward.

However, it is important to remember that journey mapping is just one part of a bigger whole – far too many organizations make the effort to conduct journey mapping exercises without plans in place to utilize the information gleaned during the process.
Journey Mapping Supports the Six Core Competencies of CX

Journey Mapping in and of itself is a great way to gain insight into your organization’s goals and your customer’s needs and wants. The process also often reveals useful data that may be applied to the six core competencies of CX, including:

Customer Centric Culture

The most effective CX begins within the culture of your organization, making it important to create an environment in which commitment to the cause spreads quickly throughout the staff. Drafting a central CX philosophy to act as the foundation for your Customer Centric Culture allows the organization to create procedures and processes that support that thinking. Such a philosophy also allows your organization to explore technology, software and talent that supports the commitment to the customer.

The data gathered during a journey mapping exercise is invaluable when drafting a Customer Centric Culture philosophy and exploring efforts to uphold that culture.

Organizational Adoption and Accountability

In order to provide the most effective CX possible, it is important that all departments and Journey Mapping staff members within the business commit to the execution of your organization’s strategies. Organizational Adoption and Accountability is important to define structure, staff roles and employee incentives related to the business’ CX plans.

Journey Mapping data is useful when attempting to facilitate Organizational Adoption and Accountability. This data is useful when demonstrating the need for employee buy-in and the benefits the organization’s CX efforts will offer in both the short and long terms.

Voice of the Customer, Insight and Understanding

When attempting to understand your customer’s expectations, preferences and desires, few strategies or disciplines offer the depth of information and actionable data provided by an effective Voice of the Customer (VoC) program. When properly designed and implemented, a VoC program provides both qualitative and quantitative data regarding a wide range of factors across the enterprise.

In truth, VoC and Journey Mapping go hand in hand, as each practice strives to understand the customer and identify the best methods of offering quality interactions and service. Conducting a Journey Mapping exercise before or during VoC planning will help your organization gain added insight into your customer and their preferences.

Customer Experience Strategy

Effective Customer Experience Strategy will help your organization retain customers and improve the chances of obtaining new customers. A comprehensive Customer Strategy should address a number of key issues, including the “Three Ds of Customer Experience”:

- Designing experience-focused value propositions
- Delivering value to the customer
- Developing technical and staffing capabilities to repeat these

Executed effectively, a Journey Mapping exercise should offer information that drives Customer Experience Strategy planning and implementation.
**Experience Design, Improvement and Innovation**

Creating and executing a CX strategy is but the first step in an ongoing effort to fulfill your customers' expectations. Your organization's CX efforts must adapt and evolve with the changing needs of the customer, making it important to conduct thorough assessments to identify organization strengths and weaknesses.

Information gained during the Journey Mapping process is useful when assessing current CX efforts and identifying opportunities for improvement and innovation.

**Measurements and Metrics**

Gauging the effectiveness of your CX efforts can be difficult without implementing measurement and metrics policies. By surveying customers on their satisfaction, their willingness to become a repeat client or their willingness to recommend your organization, it becomes possible to monitor the effectiveness of your CX strategies.

Ongoing Journey Mapping exercises will shed light into the effectiveness of your CX efforts by offering trackable data that can be cross-referenced against historical information to pinpoint points of weaknesses and successful CX design.

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**The Bigger View**

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About Avtex

Avtex is a full-service Customer Experience (CX) consulting and solution provider focused on helping organizations create better experiences for their customers. With an unparalleled breadth of knowledge and experience, and partnerships with leading technology vendors like Microsoft and Genesys, we are uniquely suited to address any CX challenge.

Our portfolio of solutions and services supports our unique approach to Customer Experience, which includes two key phases, CX Transformation and CX Orchestration.

- **Our CX Transformation** solutions and services aid in the process of defining and improving CX. From Journey Mapping to CX Design Thinking, we provide the support you need to set the foundation for CX success.

- **Our CX Orchestration** solutions and services enable the realization of your CX strategy through people, processes and technology. From technology implementation to training, we ensure you have the capabilities to execute your CX strategy.