Customer experience

Customer experience is the internal and subjective response customers have to any direct or indirect contact with a company

Target Customers

- Demographics

- Lifestyle

- Needs/desires

- Hopes/aspirations

- Fears/concerns

- Product purchase behaviour
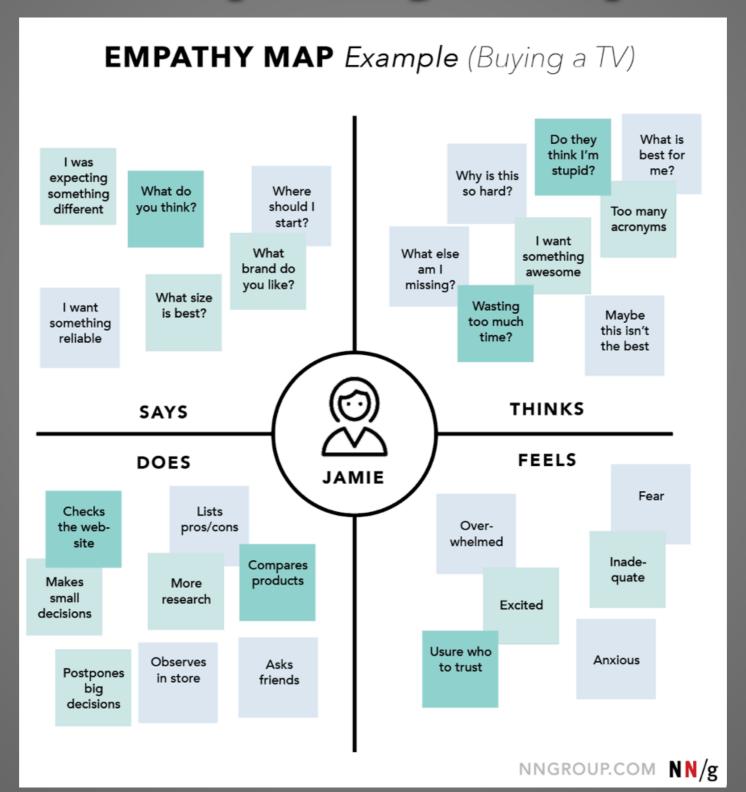
- Product usage behaviour

Personas

personas are fictional characters created to represent the different user types that might use a site, brand, or product in a similar way

Personas

- Name and description

- Personality

- Interests

- Reasons to use/buy our product

- Skills

- Tech Saviness

Emphaty Map

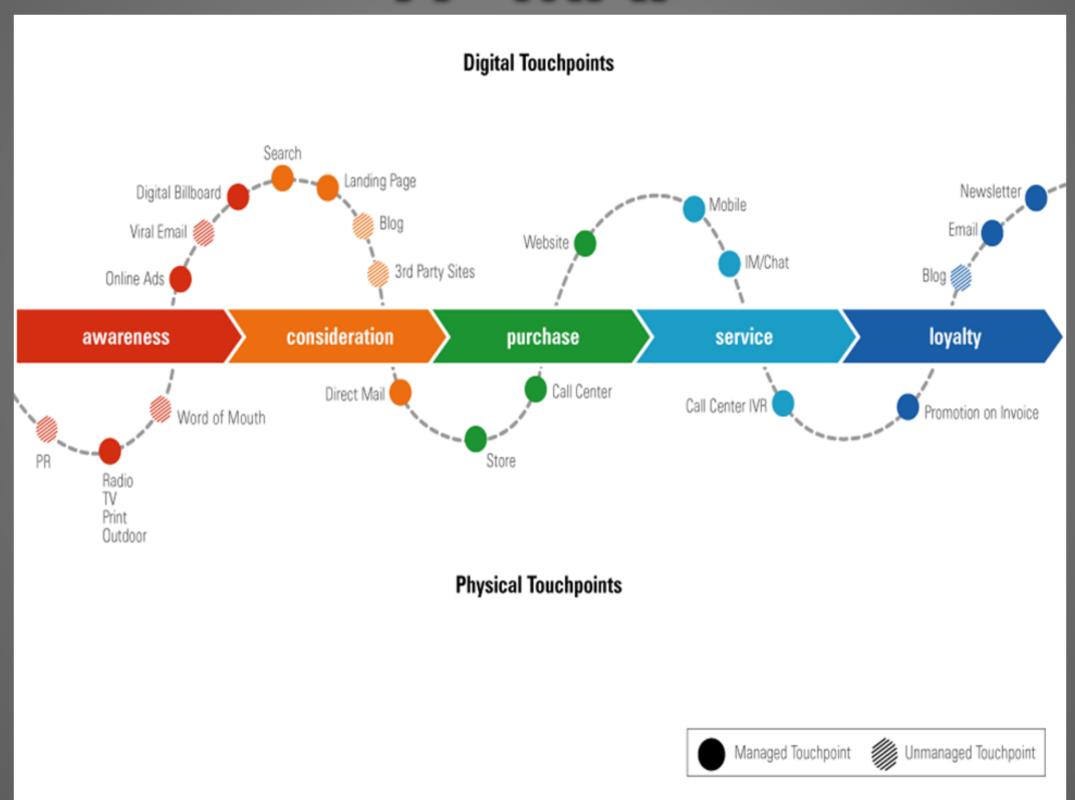**EMPATHY MAP** *Example (Buying a TV)*

Touchpoints

- awareness

- consideration

- buy-in/purchase

- service/product

- loyalty

Actions

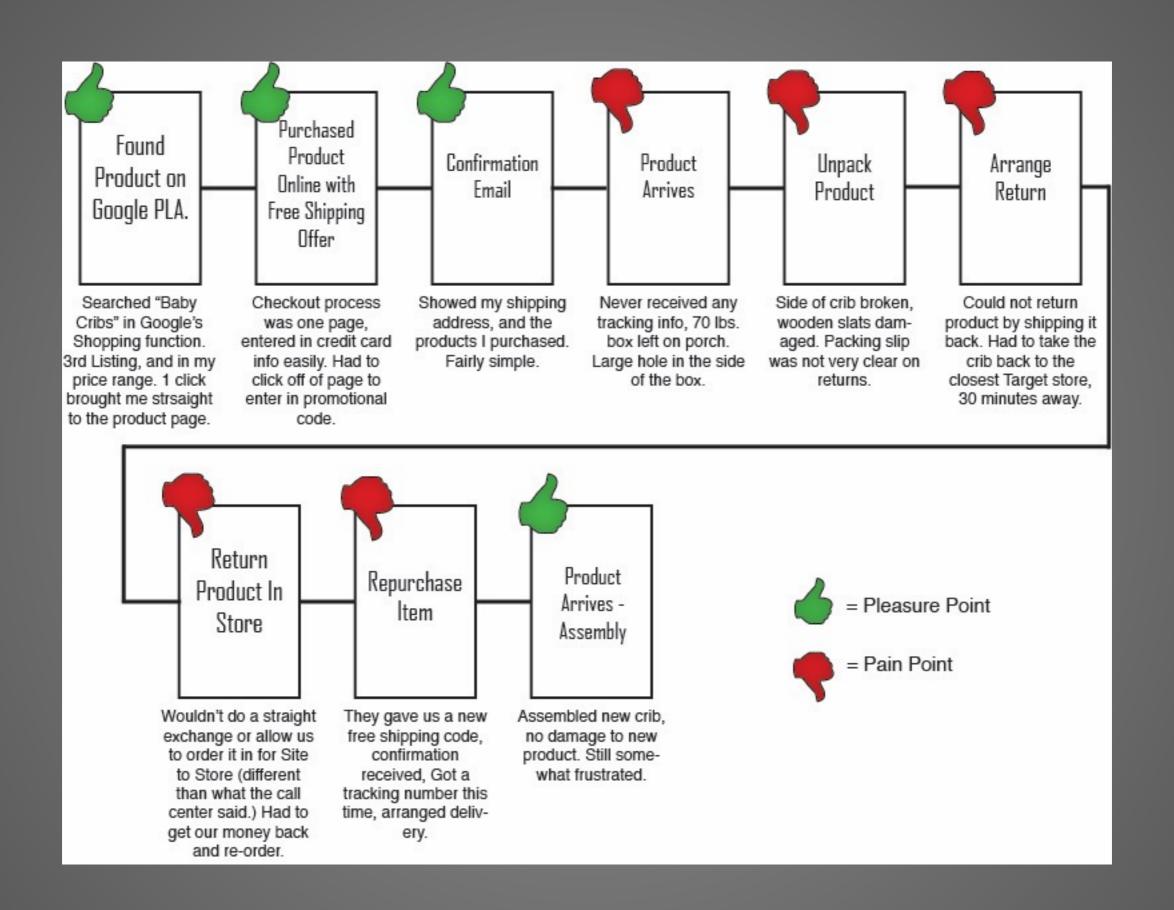- **Attract** – How are customers attracted to and informed of the service or product?
- **Accept** – How does the customer enter into dealings with your organisation?
- **Adopt** – How does the customer interact throughout the entire experience?
- **Amplify** – How do you leave the customer feeling at the end of the interaction?
- **Advance** – How do you follow up with customers and extend the current relationship?

TP MAP

Found Product on Google PLA.
Searched "Baby Cribs" in Google's Shopping function. 3rd Listing, and in my price range. 1 click brought me strsaight to the product page.

Purchased Product Online with Free Shipping Offer
Checkout process was one page, entered in credit card info easily. Had to click off of page to enter in promotional code.

Confirmation Email
Showed my shipping address, and the products I purchased. Fairly simple.

Product Arrives
Never received any tracking info, 70 lbs. box left on porch. Large hole in the side of the box.

Unpack Product
Side of crib broken, wooden slats damaged. Packing slip was not very clear on returns.

Arrange Return
Could not return product by shipping it back. Had to take the crib back to the closest Target store, 30 minutes away.

Return Product In Store
Wouldn't do a straight exchange or allow us to order it in for Site to Store (different than what the call center said.) Had to get our money back and re-order.

Repurchase Item
They gave us a new free shipping code, confirmation received, Got a tracking number this time, arranged delivery.

Product Arrives - Assembly
Assembled new crib, no damage to new product. Still somewhat frustrated.

= Pleasure Point

= Pain Point

Template

What touch-points are available for you to move customer through the phases?

Discover	Compare	Consider	Commit	Retain
GOAL: Finding the best options to consider for their engagement & loyalty needs	**GOAL:** Exhaustively compare the options and select a few front runners.	**GOAL:** Identify the company or solution they want to work with to foster loyalty.	**GOAL:** To enter the best partnership agreement and peace of mind in decision.	**GOAL:** To prove program's worth and continue to grow with partner.
Make the case.	**Stand out.**	**Win out.**	**Contract signed.**	**Partner happy.**
Blog	Product tour	Sales calls	Contract specifics	Strategy docs
Case studies	Testimonials	Sales meetings	Supporting documents	Performance reports
Press	Case studies	Ex. Implementations	Kick off steps	SLA
Newsletter	Feature lists	Contract details	Technical assistance	Client check ins
Webinar	Pricing sheets	Pricing specifics	Design assistance	In person meetings
WOM	Product demos	Implementation steps	Expert strategic counsel	Technical support
Conferences		Rules of engagement		Design support
Assets				Expert support
Outbound				

Example of Customer Journey Map for Online Travel Agency

Persona	Goal
Donna Redding, Suburban mom	Go on a family vacation

Stages of journey

Desire for travel → Explore options → Select Vacation → Book travel → Schedule meals and events → Travel to location → Experience vacation → Travel Home → Remember experience

Customer needs and activities

Desire for travel	Explore options	Select Vacation	Book travel	Schedule meals and events	Travel to location	Experience vacation	Travel Home	Remember experience
• Find out about school vacations • Find out about family events	• Discuss with family • Discuss with friends • Read magazines • Review online travel sites • Get sense of costs	• Discuss with family • Search online for details on top options	• Book cheapest flight and hotel that meets needs of the entire family	• Book a few reservations for dinner nearby • Find and book a couple of interesting tours and excursions	• Figure out what to pack and pack family • Print tickets and travel information • Plan for transportation to and from airport	• Arrange for activities at hotel • Keep track of all of things that have been scheduled • Post fun stuff on Facebook	• Pack up family • Plan for food and meals during the trip • Plan for transportation to and from airport	• Create digital photo album • Send pictures to friends and family • Tell people about the good and bad parts

Expectations for online travel agency   (Customer perception of experience: **Good** | Neutral | **Bad**)

Desire for travel	Explore options	Select Vacation	Book travel	Schedule meals and events	Travel to location	Experience vacation	Travel Home	Remember experience
• None	• **Compare prices of different travel destinations and packages**	• **Compare prices of different itineraries**	• **Book cheapest flight that meets needs** • Book cheapest hotel that meets needs	• None	• Notify when flights are late • **Rebook flights when there is a missed connection**	• None	• Notify when flights are late • **Rebook flights when there is a missed connection**	• None

Emotional state of persona

Happy

Sad

Potential opportunities for improvement

Desire for travel	Explore options	Select Vacation	Book travel	Schedule meals and events	Travel to location	Experience vacation	Travel Home	Remember experience
	• Offer sample itineraries for family vacations	• Allow searches across multiple destinations, e.g., lowest cost options anywhere in Caribbean	• Provide reviews of hotels from previous families on vacation at hotels	• Explore closing "white space" with vacation scheduling that includes restaurants & excursions	• Develop proactive rebooking based on family traveler profile	• Explore closing "white space" by sending targeted offers based on family itinerary	• Develop proactive rebooking based on family traveler profile	• Provide capability to easily share photos, comments and details of itinerary

Assignment

- create personas/scenarios for your customers

- create touchpoint map for your service