



Get Started with Customer Journey Mapping
A Simple 1-Hour Workshop

Custellence

Instructions for the facilitator

Introduction

A customer journey describes, in chronological order, the customer's activities and emotional states. The purpose is to identify areas of improvement.

- The workshop will take approximately one hour
- One facilitator can coach a group of up to 40 participants
- For smaller working groups, 2-4 participants is suitable
- A tip for efficiency: make sure to keep up the pace in each step

To be handed out to participants

- As an inspiration and explanation, everyone gets a copy of the "Family Vacation"-map (size A3)
- Also, hand out the empty map worksheet (size A3)
- For the smaller groups, hand out post-it-notes (size 38x51mm). They fit well vertically on the worksheet.

Workshop activities

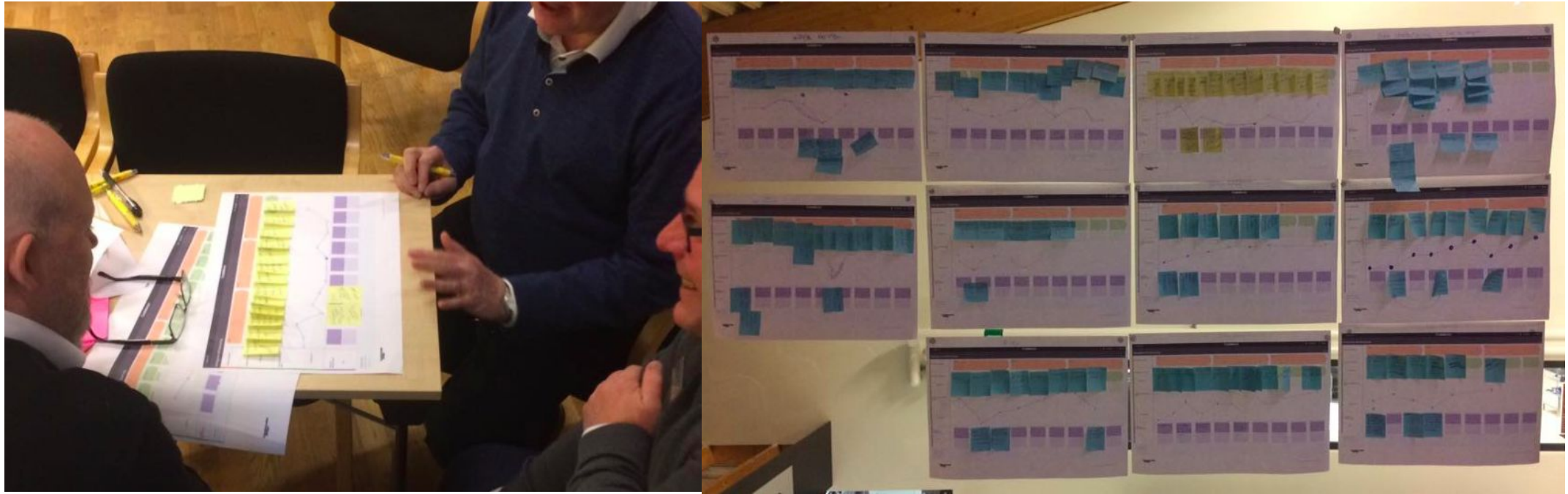
1. Split into smaller groups of 2-4 persons
2. Introduce the "Family Vacation"-map and the worksheet with the empty map, so the participants can prepare for step 3.
3. Ask participants to choose one customer journey from their own organization. For example, having the car serviced, ordering home delivery, going to the doctor.
4. On the post-it-notes, the participants jot down the customer activities, and put them on the top lane of the empty map.
5. Ask participants to draw an emotional curve in the lane below. Happiness on top and unhappiness in the bottom.
6. For the activities where the curve is low, i. e the customer is unhappy, the participants are asked to find ideas for improvement.

Presenting for the rest of the group, allow each small group appx 2 minutes:

1. Which customer journey have you mapped?
2. Where is the lowest emotion point?
3. What ideas/solutions did you come up with to solve the lowest emotion point?

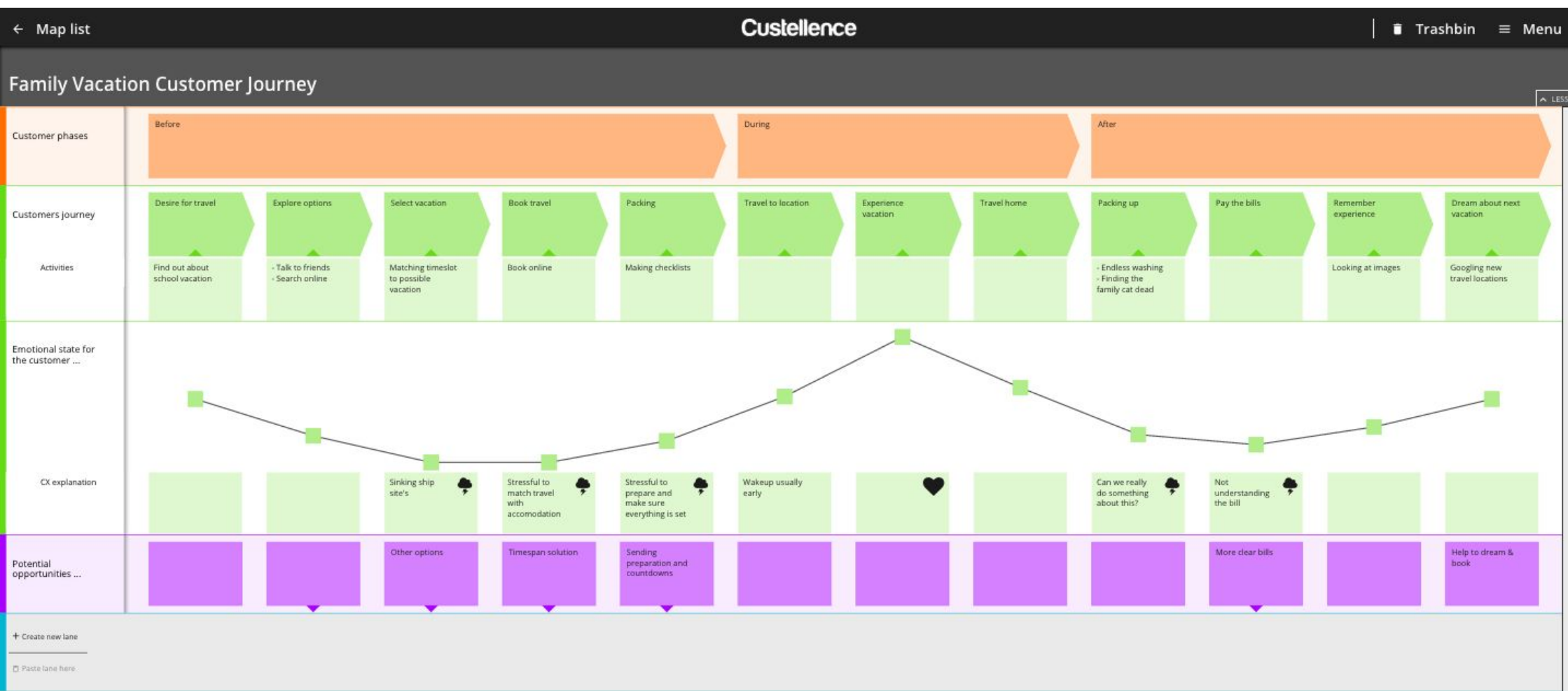
TIP: Ask if anyone found anything extraordinary on the "Family Vacation"-map. Those who spotted the event "finding the family cat dead" should get applause for paying such close attention!

A final note: This workshop aims to give you a basic orientation in customer journeys, and these journeys are fictional. Creating true customer journeys, can only be done together with your customers! Therefore this workshop miss one of the most important input - the customers' needs.



Introduction for the participants

Example of a Customer Journey Map



The Workshop - Step by Step

1

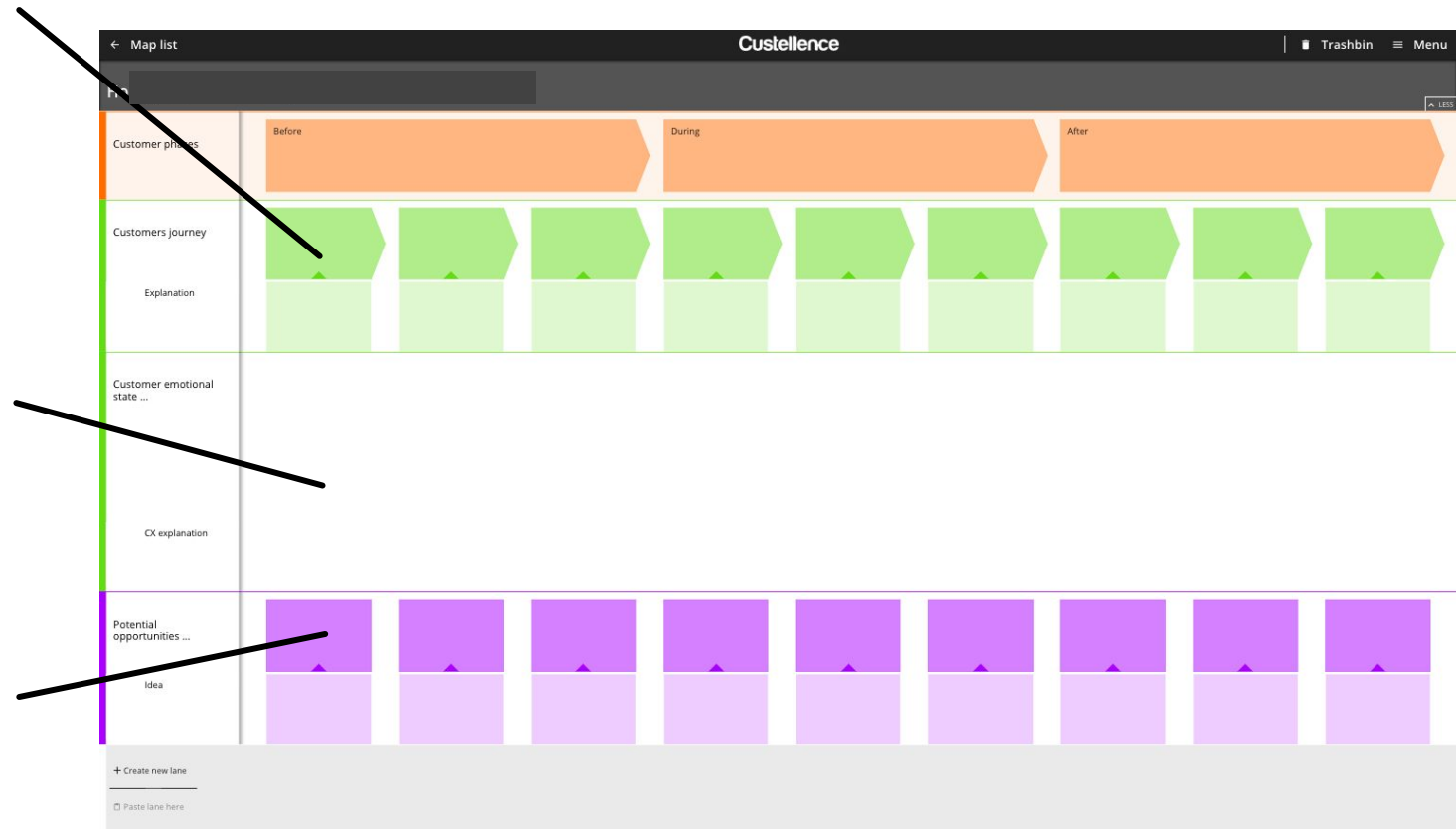
Describe the customer journey

2

Draw the customer's emotional state

3

Identify potential opportunities



Which Customer Journeys?

1

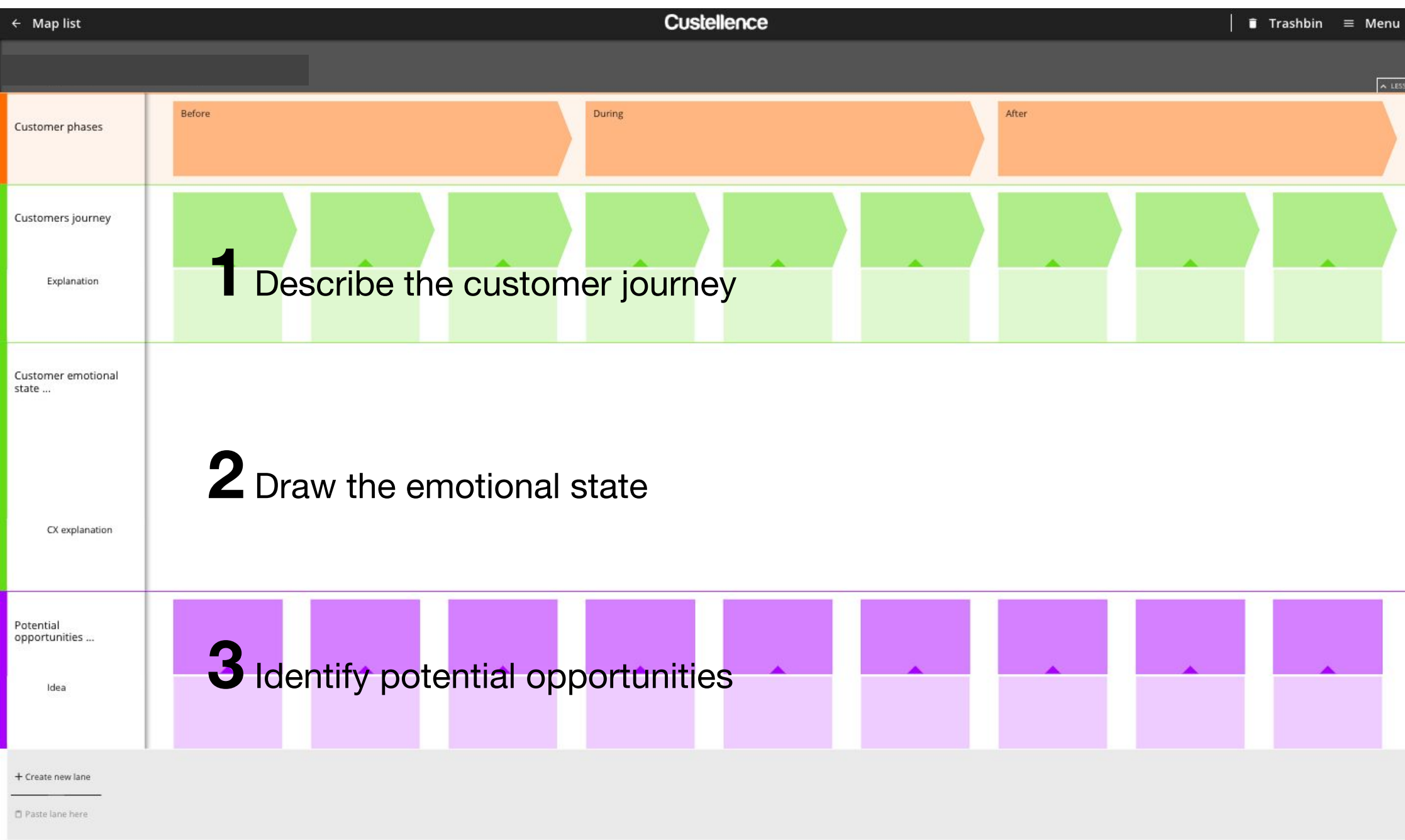
Discuss for 60 seconds (in small groups)
which customer journey to choose

2

Present alternatives for the rest of the group

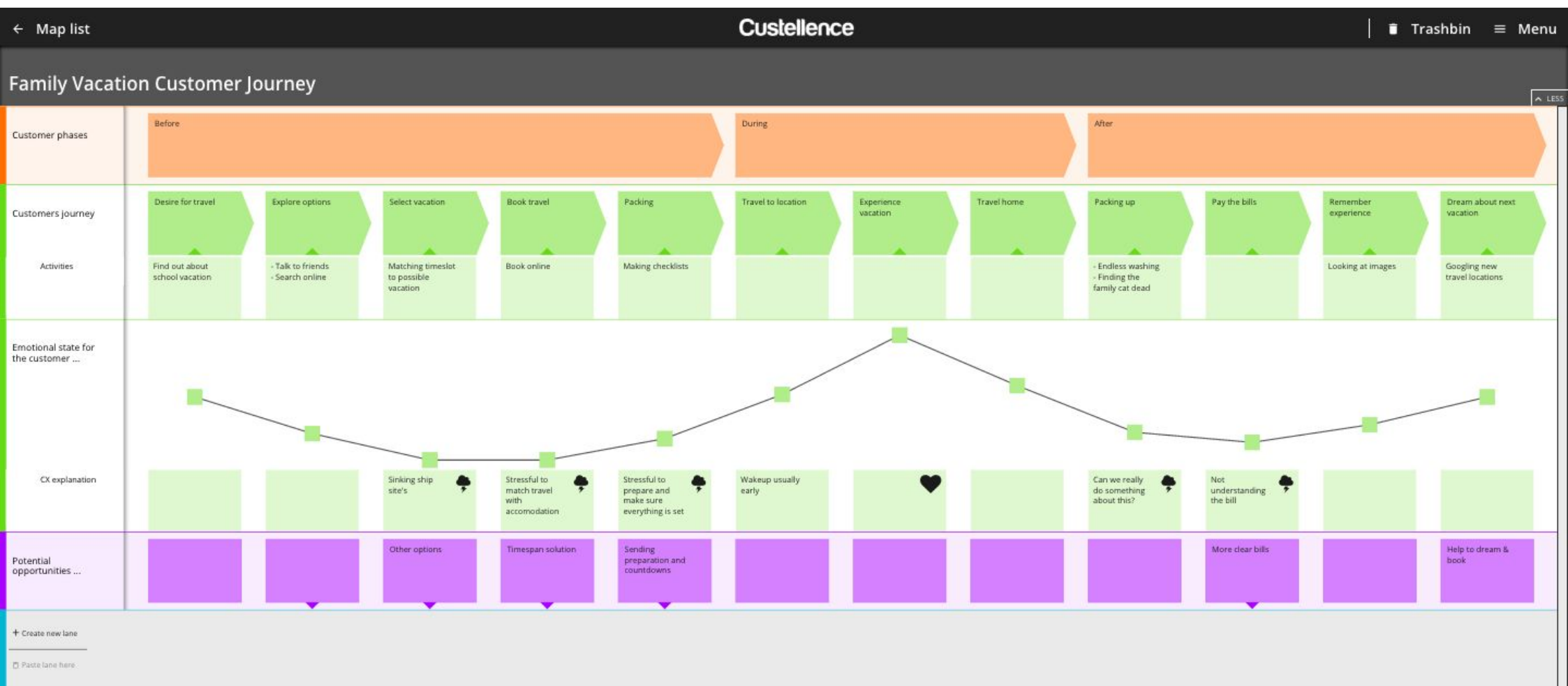
3

Pick a journey to work with

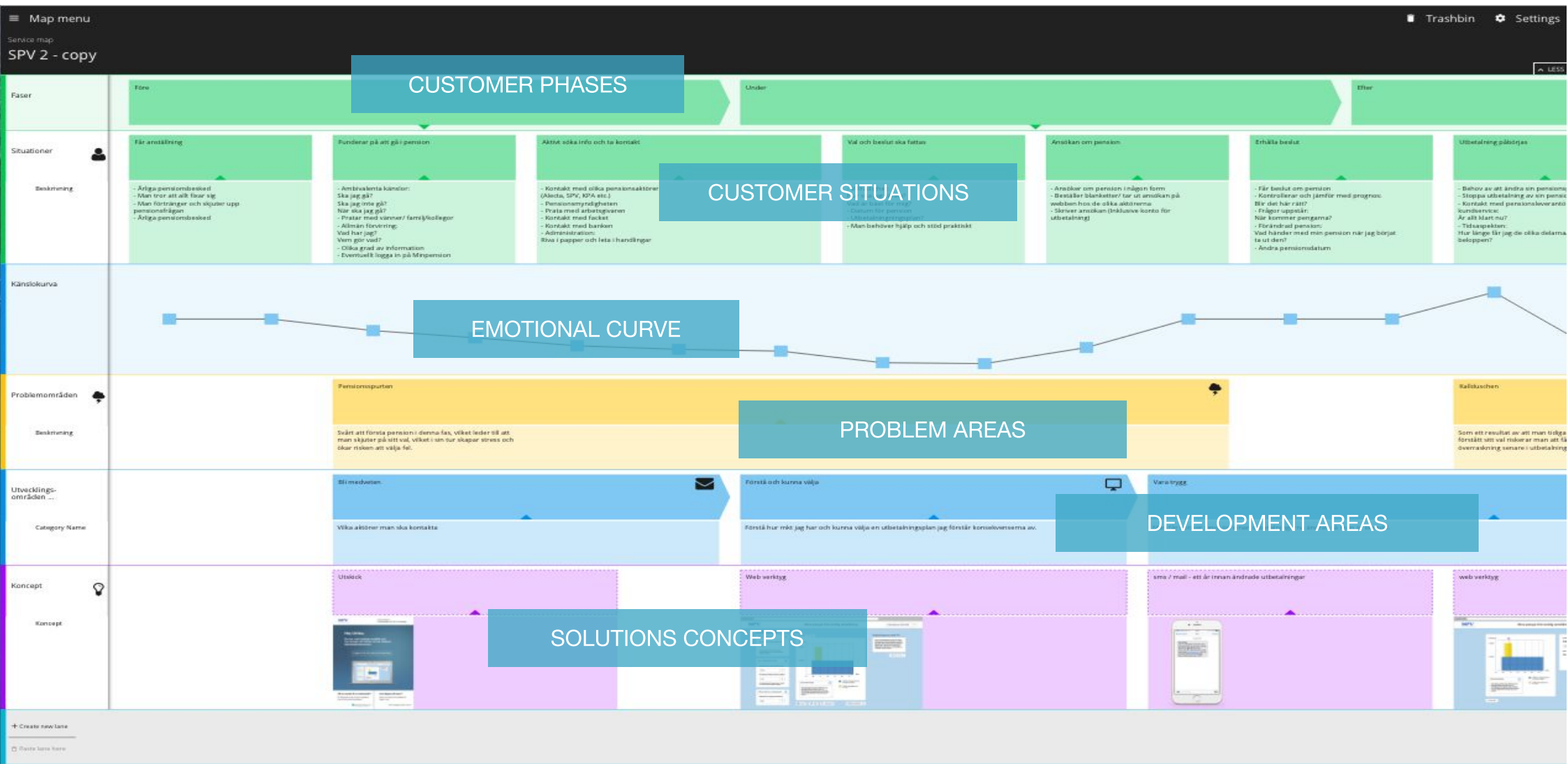


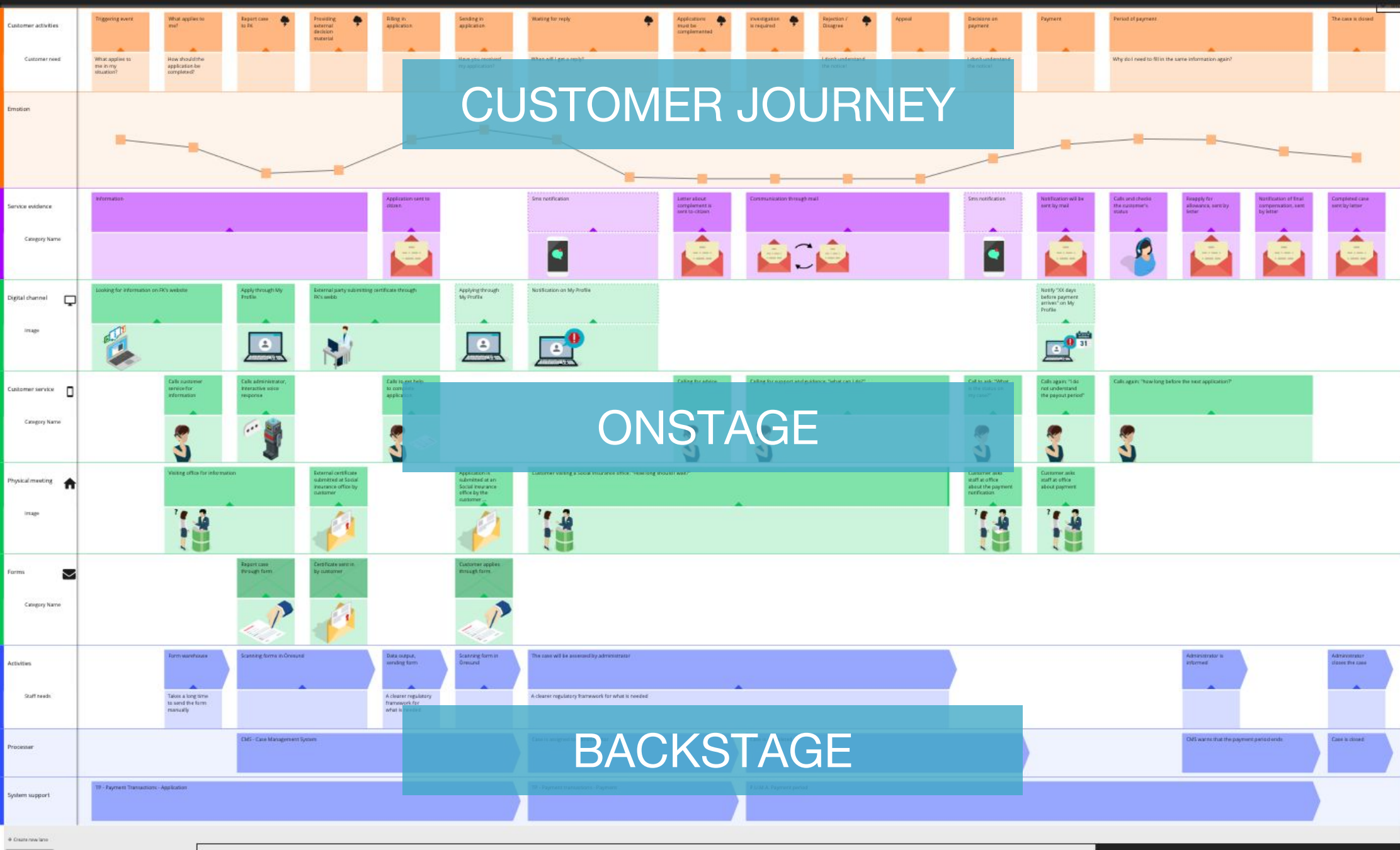
**Material to be printed (A3 format)
and handed out**





Customer Journey examples in Custellence





Work professionally with your Customer Journeys!

Want to save, elaborate and share your Customer Journey Maps with other workshop participants or colleagues at work? Or with customers? It's easy! Simply enter the results of today's workshop into Custellence. You can then invite others, discuss your findings and collaborate further.

And last but not least - make sure to create true Customer Journeys - hand in hand with your customers!

Happy mapping!

Welcome to sign up for your free account at Custellence.com
Questions? Contact us at hello@custellence.com

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