



# Customer Journey Mapping




## Joint Proposition



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*To Be Discussed Today, 2 November 2016*

# Customer experience challenges facing retailers today

- Failure of existing touch points with customers to drive engagement or purchase
- Changing customer media consumption patterns
- Unexpectedly high churn or low customer satisfaction
- Failure to turn high initial product sales into repeat purchases
- Introduction of innovative products that challenge existing experience models
- Difficulty aligning the organization around a common customer experience (e.g. internal organization can't deliver on the defined desired state experience)

# Joint value proposition

Our Customer Journey Design solution is an enterprise-wide collaborative process improvement environment focused on enabling the desired state customer experience. The solution **aligns the defined cross-channel customer experience with underlying business process**.

Customer Journey Design can help you design the technical and organizational transformations required to create a frictionless customer experience in support of those journeys.

## Our solution aims to...

*Define the desired state cross-channel customer journey*

*Connect business strategy with supporting business process*

*Harmonise and standardise business activities with IT systems.*

*Drive out transparent processes*

*Enable controlled, manageable & agile process*



# Measureable benefits

## Differentiated Experience

*Highlights opportunities for meeting customer needs (or surprising and delighting shoppers) that provide a competitive advantage during the shopper journey*

## Streamlining the Purchase Process

*Reveals missed opportunities or points where the experience breaks and where a shopper might abandon their search or product selection. Ensures touch points are aligned with key customer needs and that customers are not over/under handled*

## Functional Alignment

*Creates a shared view of the customer experience across an organization. Ensures common vision that aligns different channels (online, retail, partner channel) and functions (marketing, sales, operations, customer service, product design) around a desired customer experience*

## Marketing Mix

*Ensures marketing tactics and engines are aligned and tailored to address the different influences, needs, sources of information, and media habits of different shopper scenarios at each stage of journey*

Net Promoter Score

Customer LTV

Average Order Value

Conversion

Customer Retention

ROI Marketing

ROI IT Programs