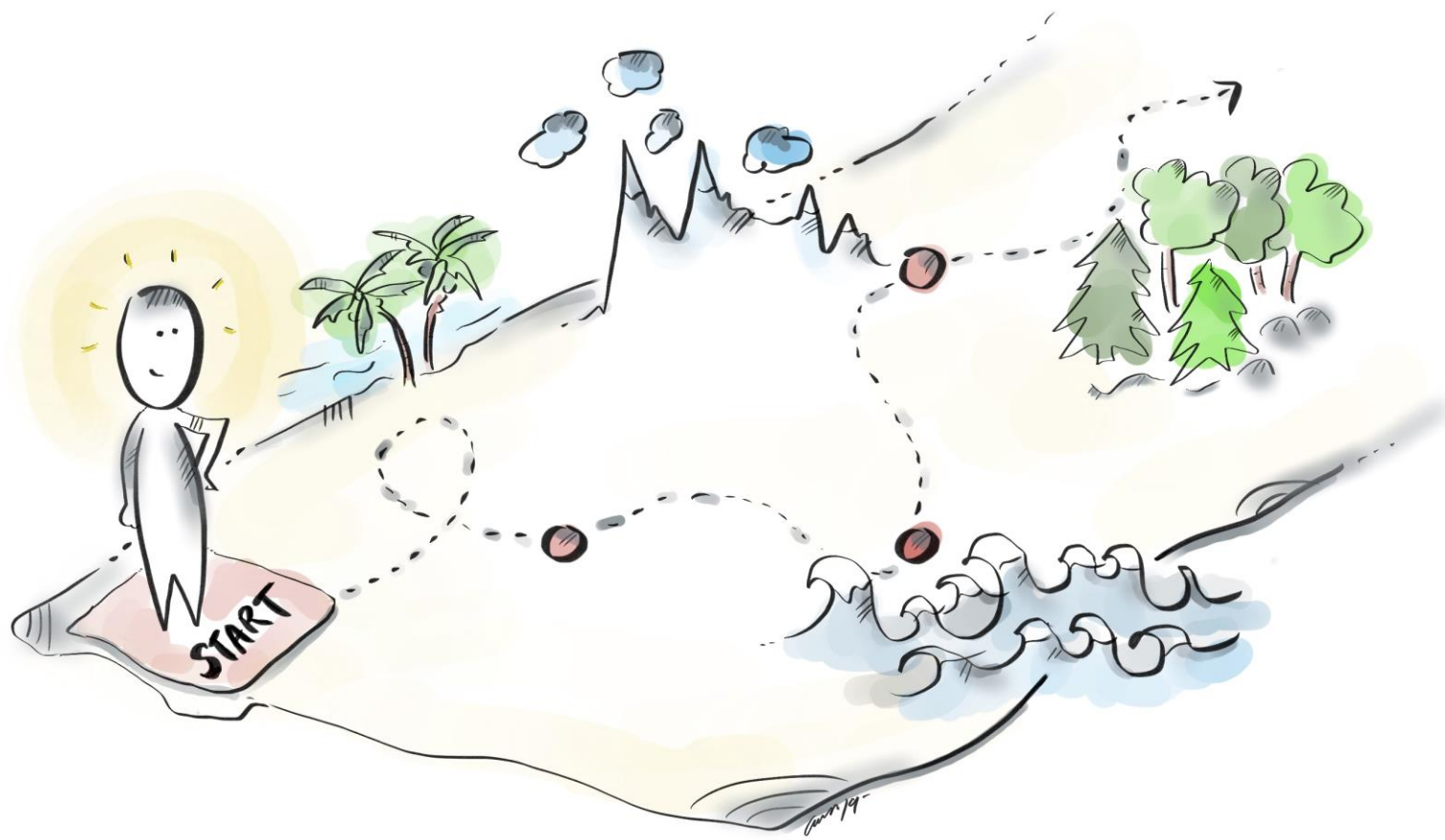


# **Customer Journey Management**

**Its not just about the  
mapping!**







# CX frameworks

Are you delivering an accidental or intentional experience?



or

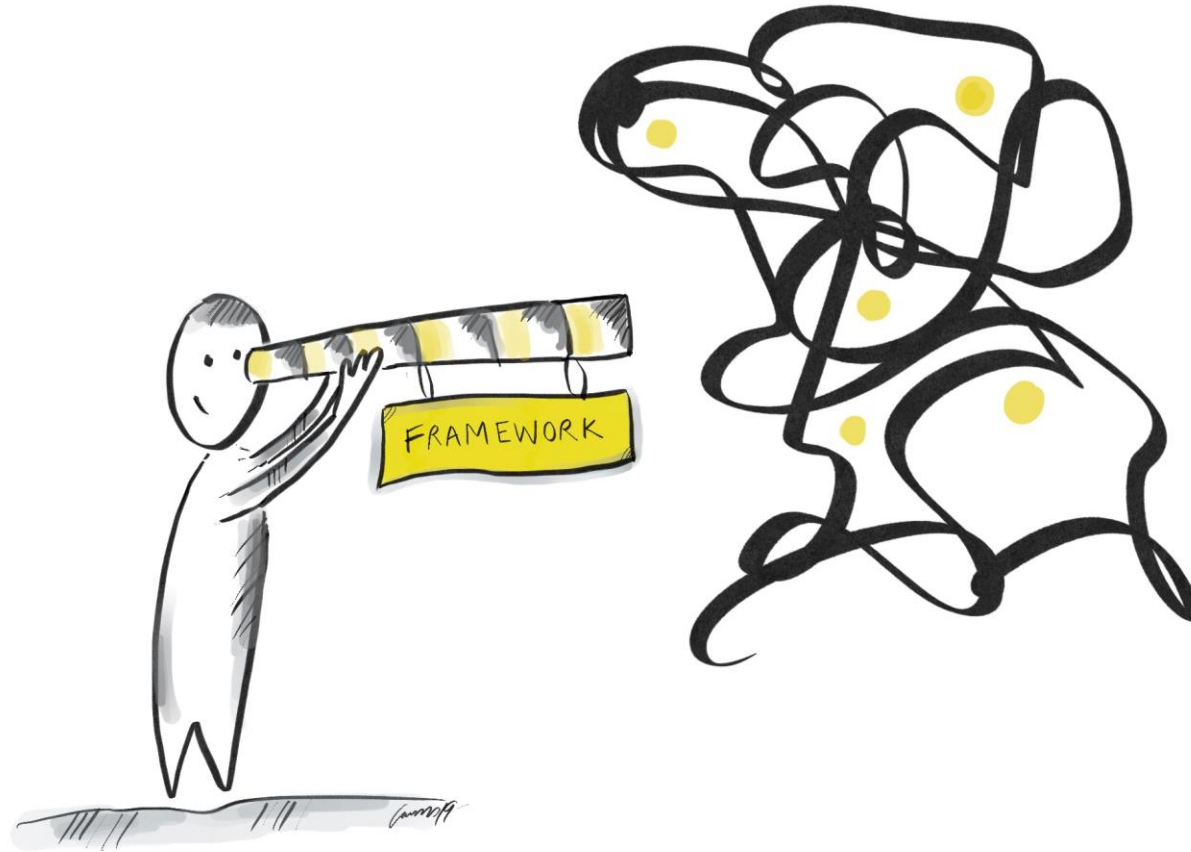


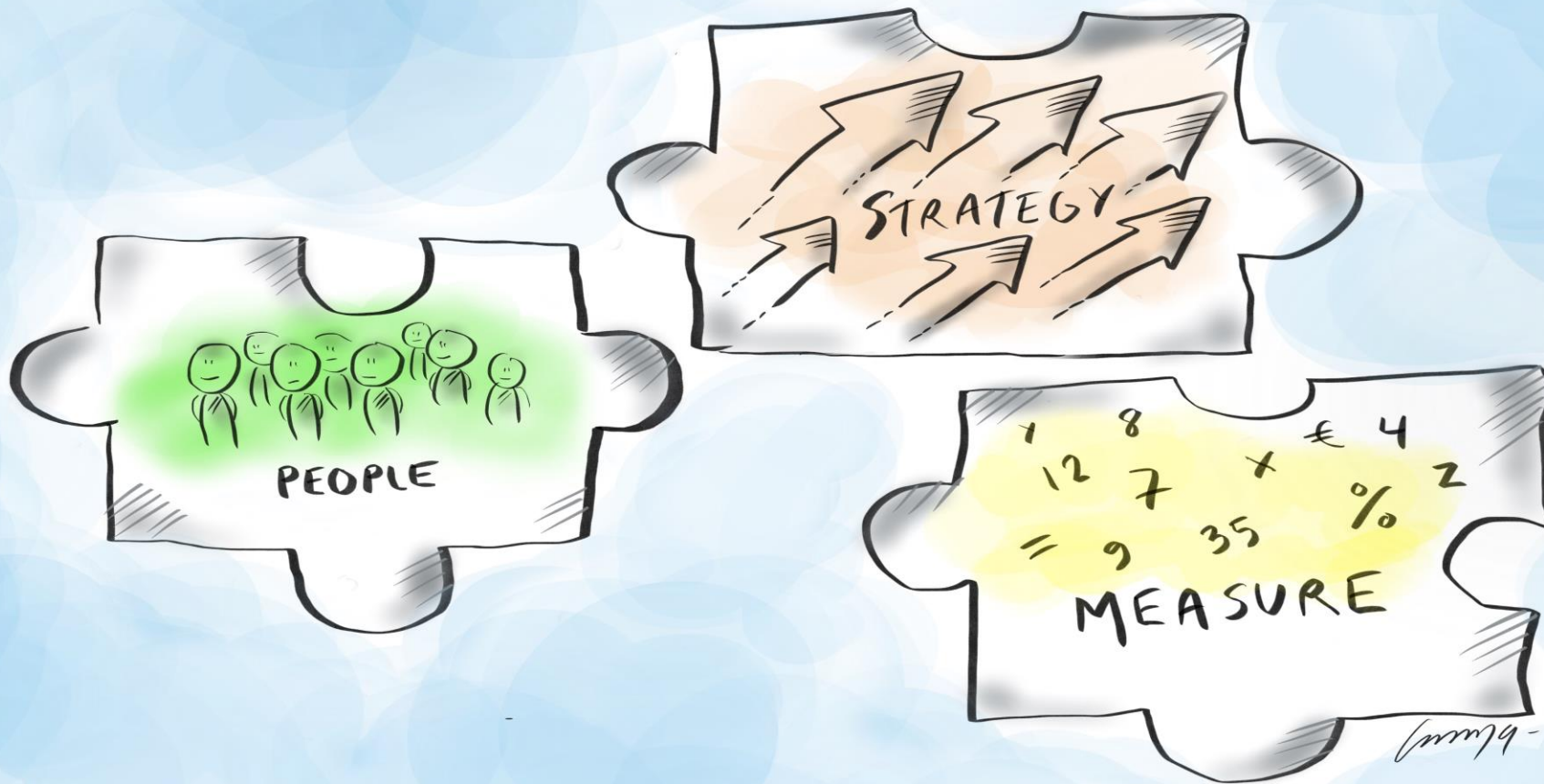


Do I need to adopt a CX framework?



The right framework WILL lead to greater focus







- Do we know who our customers are?
- Do we have clarity of understanding what they need from us?
- Does everyone know the role they play in delivering the desired customer experience?

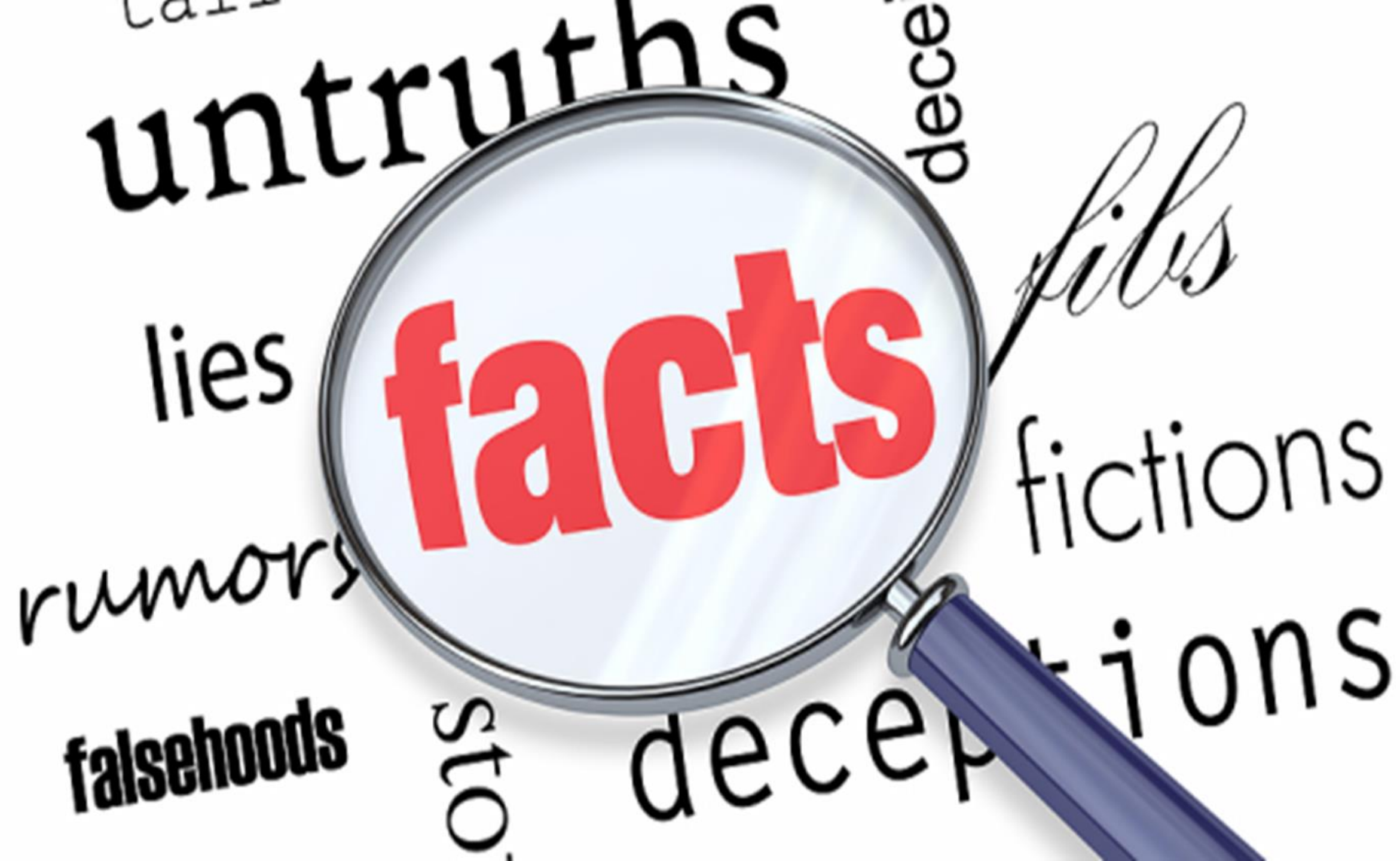
- What is the journey that brings the strategy to life?
- Do we measure the journey from the customer perspective?
- Do we know the primary customer focused priorities for improvement?

- Do our people know the business AND customer experience strategies?
- Are our people ambassadors of the customer experience?
- Do we enable our people to deliver the desired customer experience?





# Introduction to customer journey MANAGEMENT!

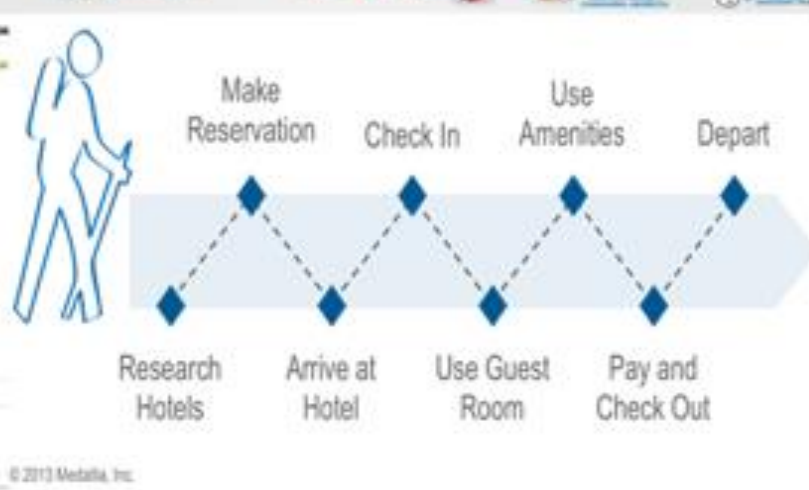
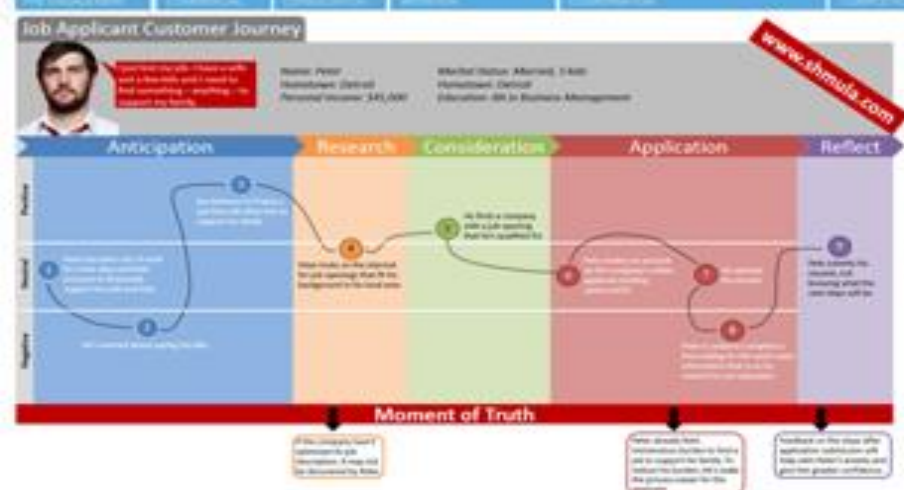


# The Journey





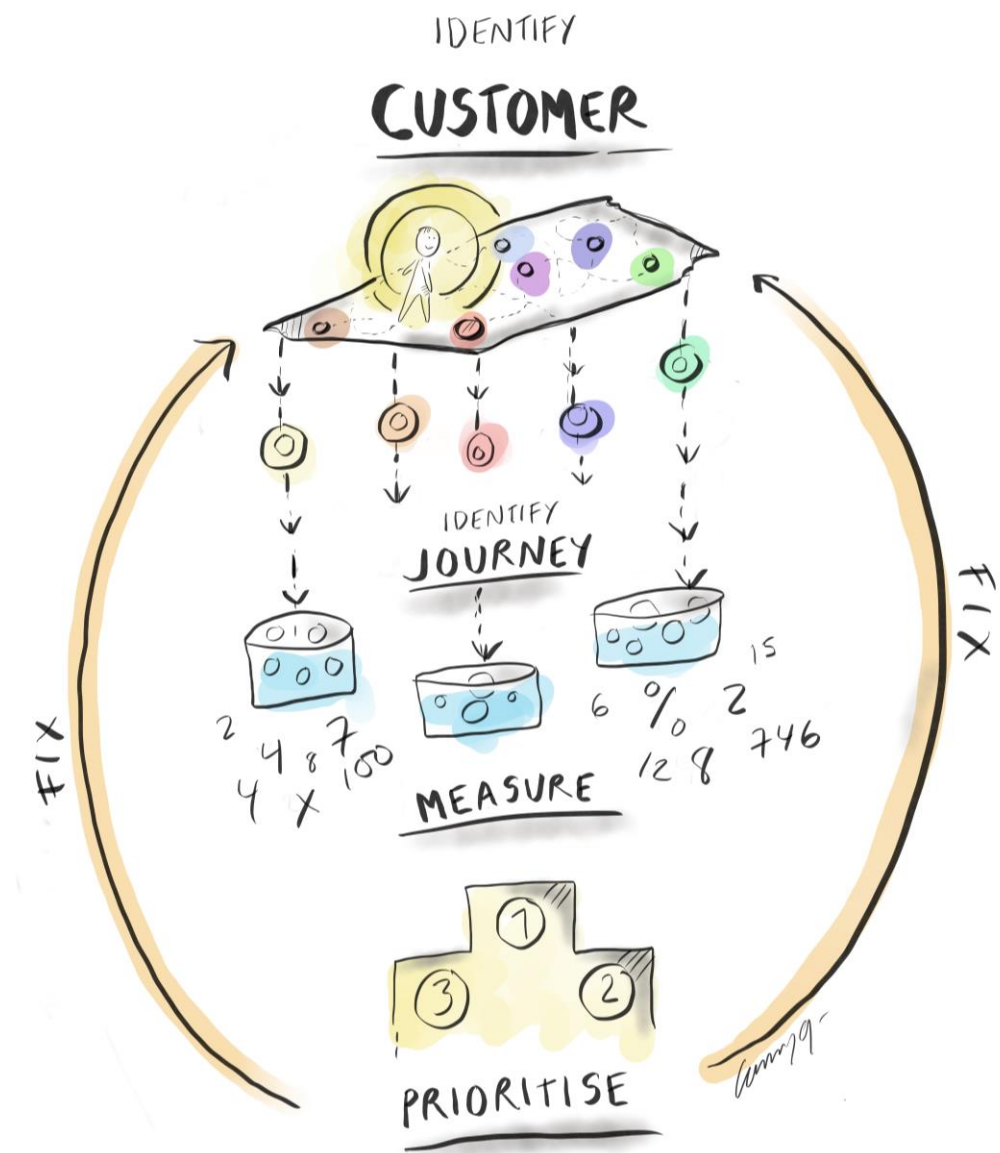
### Customer Journey Map Example

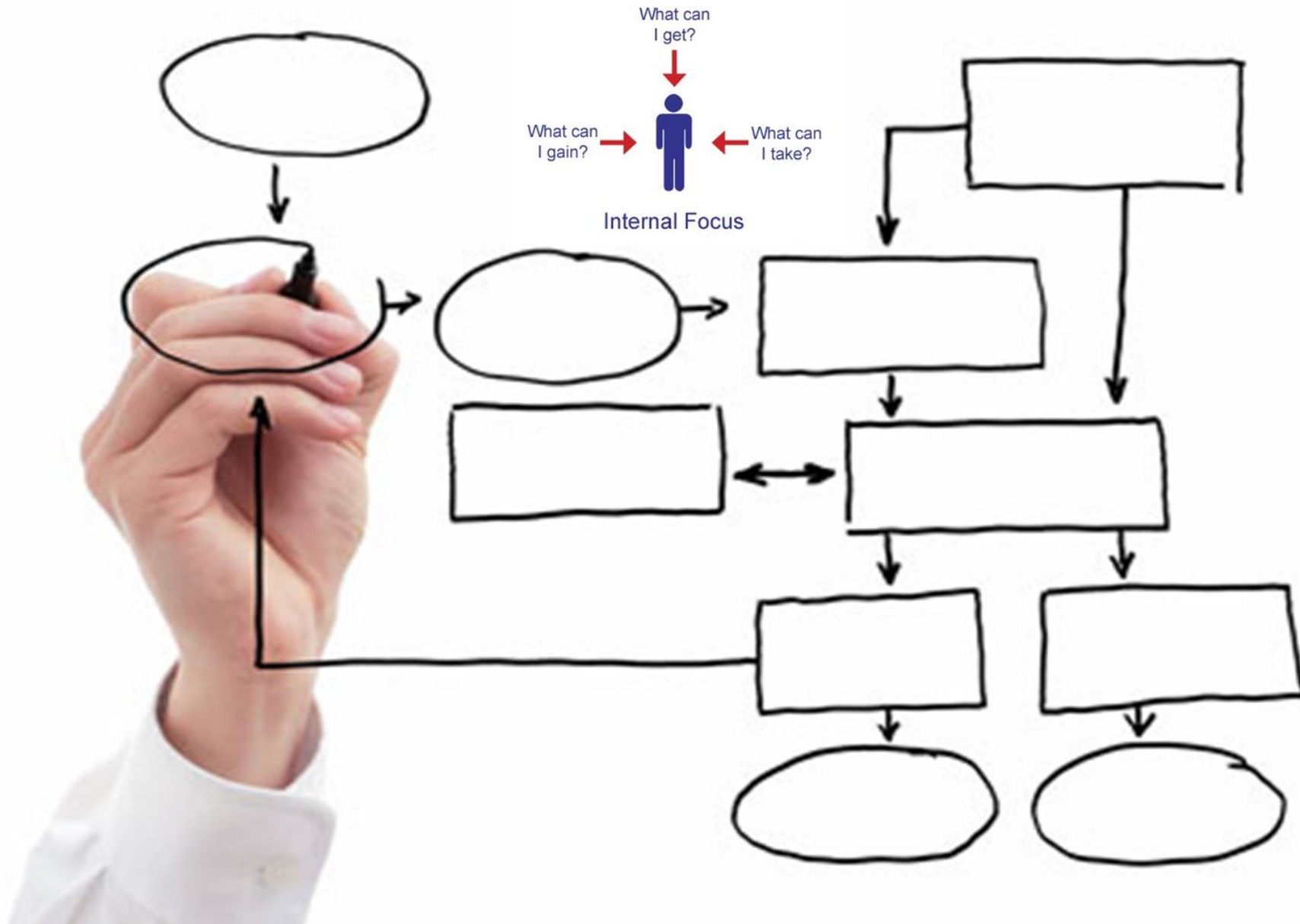






# Customer journey management





Get out of the detail and...

keep it simple.



# Journey maps = instruments of change!



- **A RECORD** of what the journey is today, and possibly the only place where an end-to-end picture of your business exists!!
- **TRANSLATION** - overlaying measurement and sentiment onto the journey shows how business activity aligns to customer behaviour.
- **SCOPE AND GOVERNANCE** - you can see the full extent of what you need to measure and manage, who is accountable for each part.
- **IDEAS** - walking personas through your journeys helps you to understand why your measurement looks as it does and how you might improve it.
- **COMMUNICATION** - shows everyone in the organisation – from the CEO to the front line – what the customer journey is, the role they play in delivering it.
- **PRIORITIES** - highlighting what matters most to your customers and your business results.

# Thank You

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All of the illustrations in this presentation have been expertly and lovingly  
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