

Journey Mapping

Gain deep, accurate insights into your customers' collective experiences with your business.

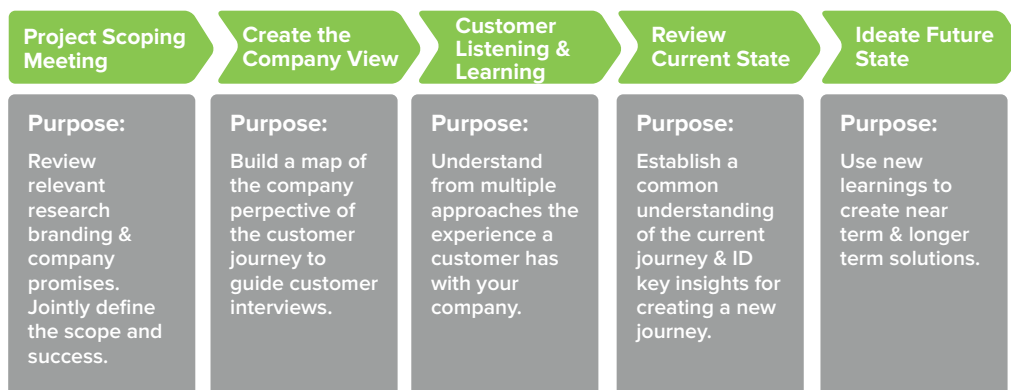
This detailed review, performed by an experienced team of MaritzCX consultants, will work to:

- **Explore, document, and understand** the personal, emotional parts of the customer experience that quantitative measures alone often miss
- **Create a detailed visual representation** that places specific customer touch points and interactions in the larger context of the complete customer journey
- **Identify the key moments of truth** that impact customer perceptions and satisfaction the most, so you can monitor and improve them over time
- **Build a common, shared, and accurate inside view of what your customers experience**, so you can build a strong culture of understanding and CX improvement across your entire organization
- **Reveal gaps and weaknesses in your existing Voice of Customer (VoC) program** that may be limiting your ability to turn customer feedback into business results

Use a Proven Journey Mapping Process to Improve Your CX Results

- 1 Define the scope of the project by reviewing existing research, branding, and customer promise information.
- 2 Create a consistent view of how your company currently perceives the customer journey.
- 3 Listen to and learn from your customers using a variety of information gathering approaches.
- 4 Use the new information to review and update your understanding and correct misperceptions.
- 5 Develop a plan to improve the customer journey using a combination of near- and long-term solutions.

What Does the Mapping Process Look Like?



JOURNEY MAPPING DETAILS

Journey Mapping is a flexible consulting engagement for organizations seeking more complete, accurate insights into what their customers really feel, perceive, and experience. It includes resources, expertise, and documentation—including detailed visual representations of the complete customer journey—to identify hidden moments of truth and close the gap between internal CX perceptions and customer realities.

ENGAGEMENT SCOPE

Depending on your needs, MaritzCX offers three Journey Mapping engagement levels:

Included Services	Silver Package	Gold Package	Platinum Package
Journey Map from Client's Perspective	✓	✓	✓
1-2 Day Onsite Workshop	✓	✓	✓
Qualitative Employee Evaluation of Current Journey	✓	✓	✓
Workshop Prep for Client Participants	✓	✓	✓
Qualitative Customer Validation of Journey Map	✓	✓	✓
Interim Update of Results with Working Group	✓	✓	✓
Onsite Presentation of Final Results	✓	✓	✓
Blueprinting Internal Influences		✓	✓
Quantitative Customer Validation of Journey Map		✓	✓
Customer Relationship Study Including Key Customer Touchpoints		✓	✓
Experience Design Workshop for 3 Touchpoints			✓
Linkage to Financial Outcomes Modeling			✓
Additional Journey Map of Another Product/Segment			✓

Available Extra Features	Silver Package	Gold Package	Platinum Package
Additional Journey Map of Another Product/Segment	✓	✓	Included
Employee Quantitative Survey to Compare/ Contrast with Customer Perceptions	✓	✓	✓

KEY DELIVERABLES

As part of the Journey Mapping process, your MaritzCX team will create final documentation that includes:

- **High-level and detailed visual Journey Maps** designed by a professional graphic artist
- **A detailed written Customer Journey Report** that identifies key opportunity areas and makes specific recommendations to improve your CX strategy
- **Actionable recommendations** for improving and enhancing your VoC program by adding new CX elements
- **A portfolio of new ideas** for making short- and long-term improvements to your customers' overall experience over the course of their complete customer journey

A CX Consulting Partner You Can Trust

MaritzCX has helped some of the world's largest, most successful companies understand and improve their customer journeys. Find out how we can do the same for your organization.

Start Understanding and Improving every Customer Journey

To demo a product or to contact MaritzCX call

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MaritzCX believes organizations should be able to see, sense and act on the experiences and desires of every customer, at every touch point, as it happens. We help organizations increase customer retention, conversion and lifetime value by ingraining customer experience intelligence and action systems into the DNA of business operations. MaritzCX is the combination of the Allegiance award-winning CX platform and Maritz Research strategic consulting services. **For more information, visit www.maritzcx.com.**