

GETTING STARTED WITH CUSTOMER EXPERIENCE MAPPING

build better customers.





HI, I'M PAUL.

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The Twitter:

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CX? WHAT THE HECK IS CX?

stupid 21st century marketing has too many stupid acronyms.



Concept Design

- Card Sorting
- Structured Interview
- Unstructured Interview
- Dot Voting
- Focus Group
- Codesign Session



Prototype Testing

- Moderated Study
- Unmoderated Study
- Eyetracking Study
- Focus Group
- Usability Lab Study
- Remote Panel Study
- True Intent Study
- Heatmap / Clickmap Study



Product Refinement

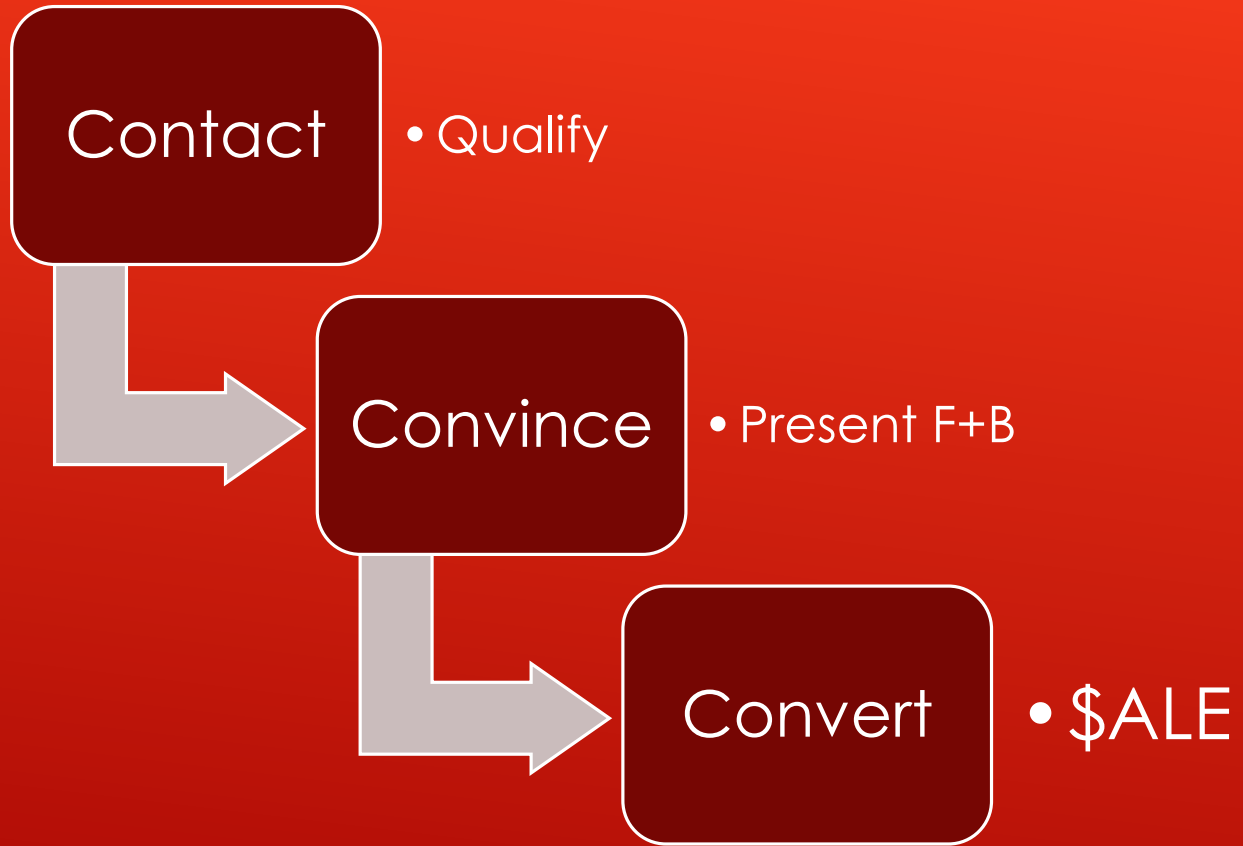
- Ethnographic Field Study
- Eyetracking Study
- Clickstream Analysis
- A/B Testing
- Multivariant Testing
- True Intent Study
- Intercept Survey
- Customer Feedback
- Email Survey
- Heatmap / Clickmap Study

USER EXPERIENCE

Scientific(ish) methodology for researching how people interact with products.

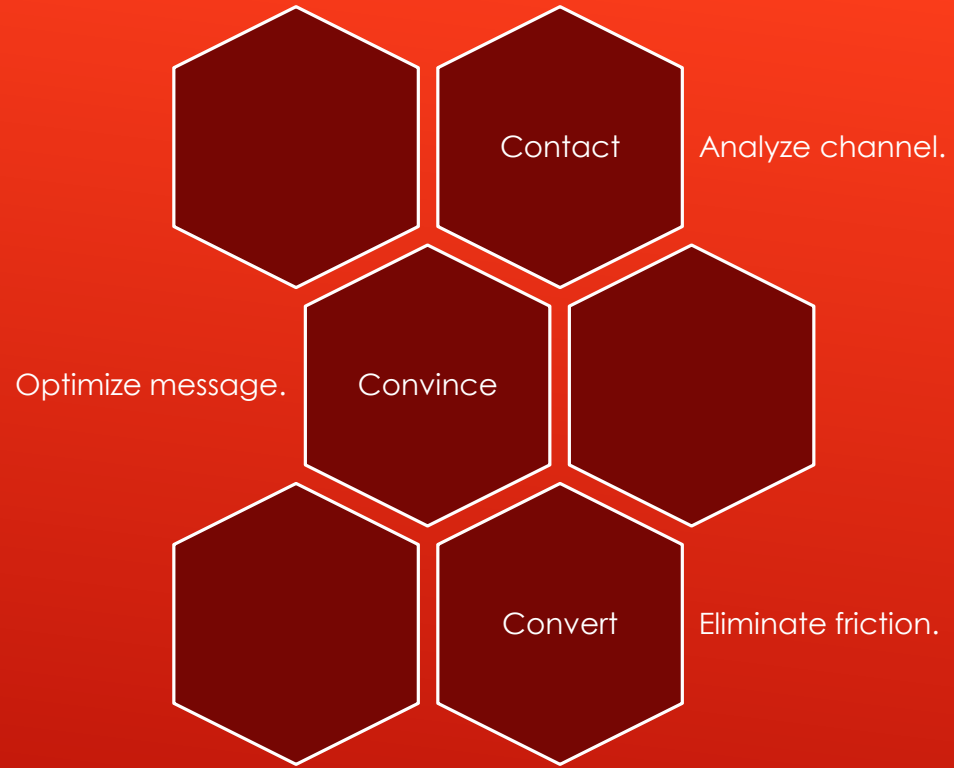
AND

Using that knowledge to build better products.



SALES PROCESS

Business methodology for how to sell **your** products to **your** target market.

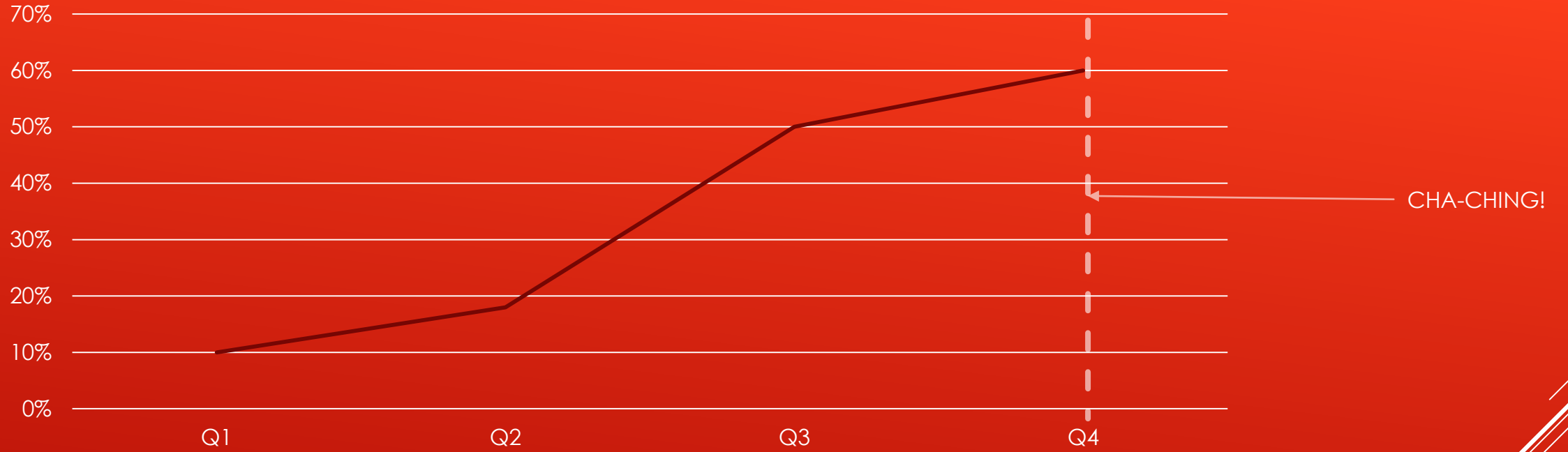


CX = UX + SALES PROCESS

WHY DOES **CX** MATTER?

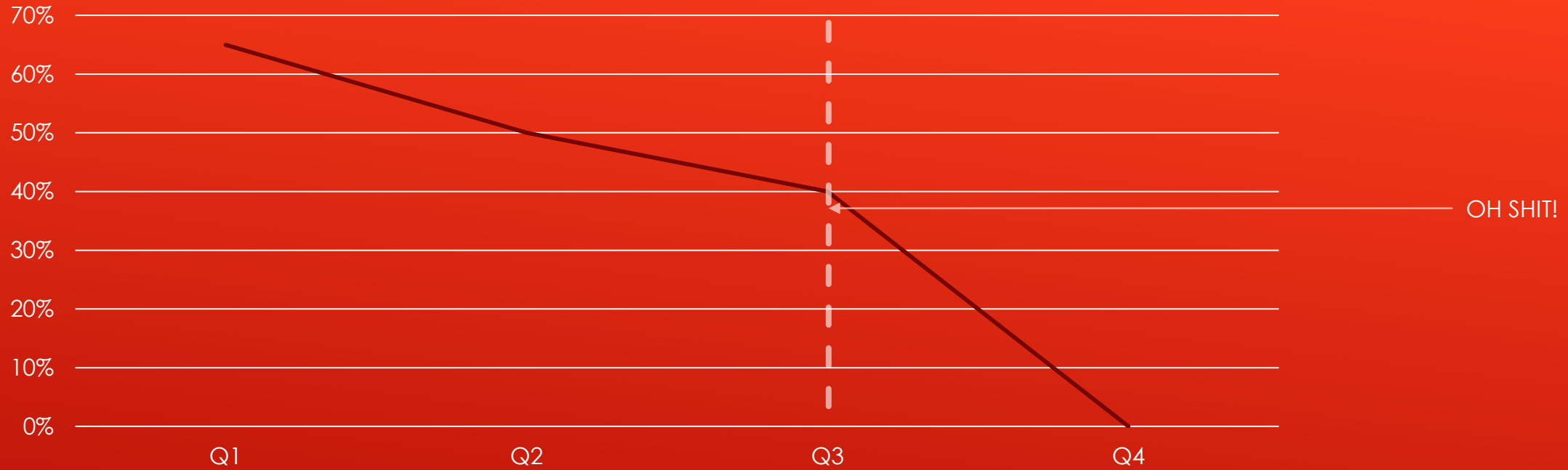
because buying is binary, and you want the yes.

Share of Customer



GOOD CUSTOMER EXPERIENCE

Share of Customer



BAD CUSTOMER EXPERIENCE

Sorry I almost
sent you a
sociopathic email.

someecards



BEHAVIOUR IS ROOTED IN EXPERIENCE.

MAPPING **CX** IN YOUR BUSINESS

better experience = better behaviour.



1: SET [REALISTIC] GOALS



Specific

Measurable

Attainable

Relevant

Time-Bound

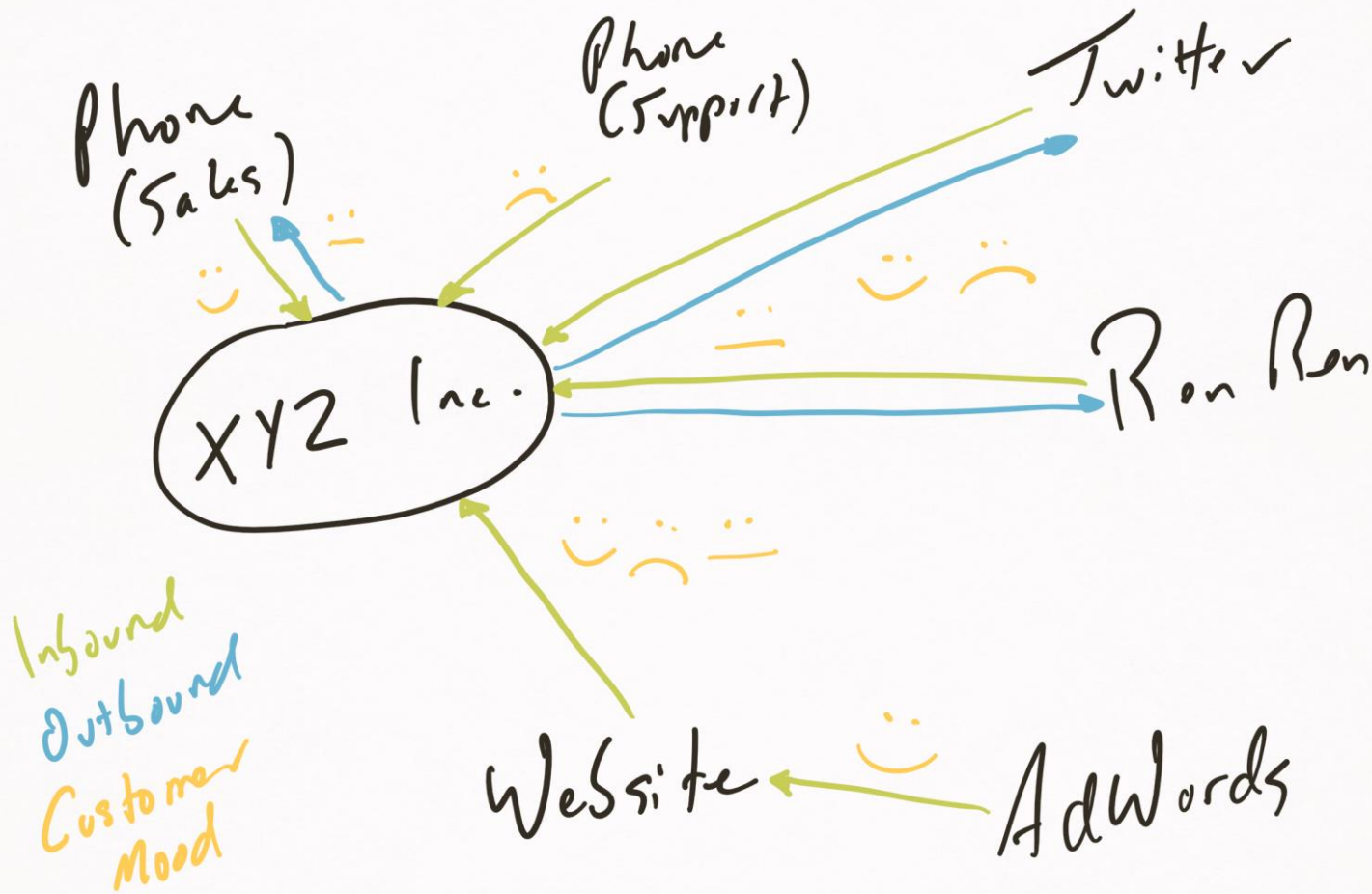
...

Evaluate

Repeat

Contact Channel	Who?	Where?	When?	Why?	How?
Phone – Sales Line	Prospect	Canada	Business Hours	Sales Inquiry	Landline
Phone – Sales Line	Prospect	USA	Business Hours	Sales Inquiry	Telephone
Website – Form	Customer	Japan	Off-Hours	Billing Inquiry	Mobile Device

2: CHANNEL AUDIT [EXCEL]



2: CHANNEL AUDIT [DOODLEVERSE]



4: PICK YOUR TOOLS

Pro Tip:

[Wisely] **Automate** the \$@!T Out of Everything.



5: PROTOTYPE YOUR SYSTEM

- Develop Inbound Scenarios.
- Craft Your Messaging (and Utility).
- Identify Needed Resources.
- Write Down a Plan.
- Make It So.



5: EVALUATE AND ADJUST

- Collect and Analyze Data
- [Gasp] Talk to Your Customers
- Run Zero-Day Simulations
- Do Changes Make Sense? Push 'em Live!

Rail Europe Experience Map

Guiding Principles

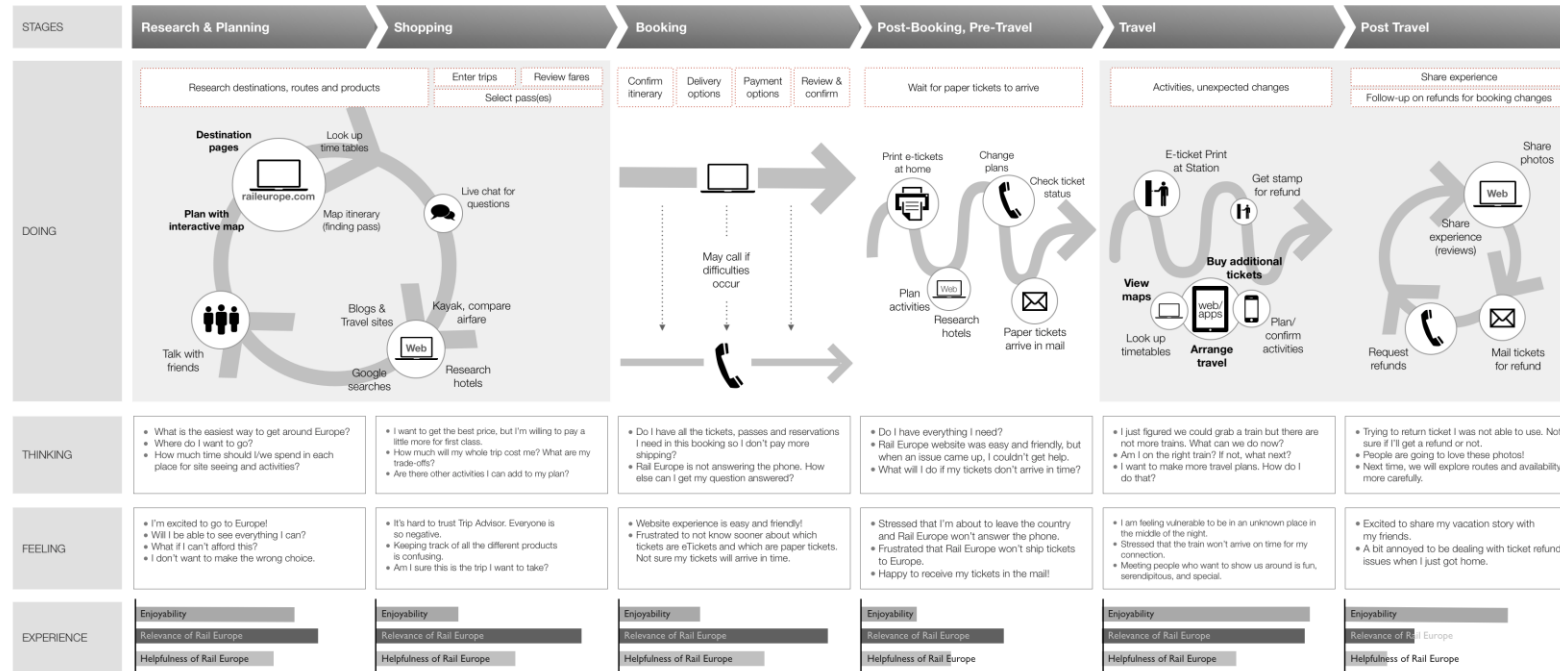
People choose rail travel because it is convenient, easy, and flexible.

Rail booking is only one part of people's larger travel process.

People build their travel plans over time.

People value service that is respectful, effective and personable.

Customer Journey



Opportunities

GLOBAL	PLANNING, SHOPPING, BOOKING	POST-BOOK, TRAVEL, POST-TRAVEL
<ul style="list-style-type: none"> Communicate a clear value proposition. 	<ul style="list-style-type: none"> Enable people to plan over time. 	<ul style="list-style-type: none"> Improve the paper ticket booking experience.
<ul style="list-style-type: none"> Help people get the help they need. 	<ul style="list-style-type: none"> Visualize the trip for planning and booking. 	<ul style="list-style-type: none"> Accommodate planning and booking in Europe too.
<ul style="list-style-type: none"> Support people in creating their own solutions. 	<ul style="list-style-type: none"> Connect planning, shopping and booking on the web. 	<ul style="list-style-type: none"> Proactively help people deal with change.
<ul style="list-style-type: none"> Engage in social media with explicit purposes. 	<ul style="list-style-type: none"> Aggregate shipping with a reasonable timeline. 	<ul style="list-style-type: none"> Communicate status clearly at all times.

Information sources: Stakeholder interviews, Cognitive walkthroughs, Customer Experience Survey, Existing Rail Europe Documentation



adaptive path

Experience Map for Rail Europe | August 2011

Lens

Journey Model

Qualitative Insights

Quantitative Information

Takeaways

RAIL EUROPE CX MAP

Credit: Adaptive Path

FIN + DANKE!