THE CUSTOMER EXPERIENCE ECO SYSTEM

4 PART SERIES
CUSTOMER EXPERIENCE IS...

- RATIONAL
- EMOTIONAL
- SENSORY
CUSTOMER EXPERIENCE IS...

RATIONAL
Did I achieve my goal?
Was it good value?

EMOTIONAL

SENSORY
CUSTOMER EXPERIENCE IS...

RATIONAL

EMOTIONAL
Did it make me feel good
Did I feel good about myself?
Do I have a good story to tell?

SENSORY
CUSTOMER EXPERIENCE IS...

RATIONAL

EMOTIONAL

SENSORY

See   Hear   Taste   Smell   Feel
YOU CANNOT, NOT, HAVE AN EXPERIENCE.

LOU CARBONE
THE CUSTOMER EXPERIENCE ECO-SYSTEM

CUSTOMER EXPERIENCE TRANSFORMATION PHASES

1. DISCOVER
   - Customer experience perception
   - Customer needs / problem statement
   - Customer experience maturity
   - Business case for experience-based differentiation

2. DEFINE
   - Customer experience strategy / blueprint
   - Customer problems you want to solve
   - Customer personas
   - Customer experience definitions

3. DESIGN
   - Customer value proposition
   - Customer journey mapping & design
   - Service design
   - Employee experience / internal brand promise

4. DO
   - Awareness, training & education
   - Process & client communication changes
   - System changes
   - Root cause fixes for broken experiences

5. DIRECT
   - Change management
   - Program / project management
   - Cx capability development coaching & consulting
   - Cx measurement & developing maturity

CUSTOMER CENTRIC LEADERSHIP

- DISCOVER
- DEFINE
- DESIGN
- DO
- DIRECT

CUSOTMER LOYALTY LOOP
- Catalyst
- Need
- Buy
- Use
- Evaluate

EMPLOYEE ENGAGEMENT LOOP
- Attract
- Reward
- Innovate & co-create
- Encourage curiosity & learning
- Inspire excellence
- Include brand DNA

CUSTOMER JOURNEY
- Web + mobile
- Client correspondence
- Email
- Phone
- In store

CUSTOMER INTERACTION CHANNEL
- Service design
- Employee experience / internal brand promise

CUSTOMER VALUE PROPOSITION
- Customer interaction channel
- Employer journey
- Organization structure

CUSTOMER LOYALTY LOOP
- Awareness, training & education
- Process & client communication changes
- System changes
- Root cause fixes for broken experiences

CUSTOMER EXPERIENCE ECO-SYSTEM

BY CHANTEL BOTHA | hello@brandlove.co.za | NOV 2016
1. THE WORLD OF THE CUSTOMER
2.
HOW TO DESIGN FOR THE CUSTOMER

(customer journey)

CUSTOMER LOYALTY LOOP
- Catalyst
- Need
- Product awareness
- Use
- Buy
- Evaluate
- Get support
3. CROSS CHANNEL EXPERIENCE PORTABILITY
THE EMPLOYEE AND THEIR EXPERIENCE

4.

[Diagram showing the Employee Engagement Loop with stages: attract, reward, infuse brand DNA, innovate & co-create, inspire excellence, encourage curiosity & learning, and employer journey.]
WHAT IS A CUSTOMER JOURNEY MAP?

- Story with actors and stages
- The story is seen from the perspective of the customer
- The story focuses on facts but also emotions and empathy
Once upon a time... What happens next? Why? What happened before? What emotions are the customer feeling? What is the time lapse? What does the customer see, think, experience?
TYPES OF MAPS

- AS IS Map
- Brand new product/business
- Aspirational
- Service Blueprints
WAYS OF JOURNEY MAPPING

1. Map with customers
2. Map with multi-disciplinary internal team
3. Build the story
4. Draw the story
THE BENEFITS OF JOURNEY MAPPING

“Oh is that how it works?” - Alignment

“That is not how it works” - Constructive debate

“Surely that is not right” – Corrective design

“Why do we do that?” – Critical Evaluation

“What about that empty space” – Eliminate white space

“We should ….” – Innovation
CUSTOMER JOURNEY MAP

STAGES: PRE-ORDER | ORDER | POST-ORDER

ACTIONS:
- SEARCH FOR PIZZA
- CHOOSE PIZZARIA
- ORDER PIZZA
- COLLECT PIZZA
- ENJOY PIZZA

STATE:
- MOOD
- HUNGER

EXCEED EXPECTATIONS:
- Dial straight from search results page
- Know my location – closest branch
- Offered a better special on order
- Personally greeted by name, offered additional menu items, alternative payment gateway
- Complimented on pizza choice and toppings
- Enjoy micro beers with pizza

FAIL EXPECTATIONS:
- No contact details, no reviews, specials or call to action
- Website not intuitive, difficult to navigate
- Unclear telephone line, agent not informed.
- Free parking unavailable, ignored by manager.
- Team hates pizza, allergic to toppings

CUSTOMER EMOTIONS:
- VALUED
- FOCUSED
- TRUSTING
- HAPPY
- INDULGENT
- FRUSTRATED
- IRRITATED
- UNSATISFIED
- NEGLECTED
- DISAPPOINTED
CUSTOMER JOURNEY

START

POSITIVE EXPERIENCE

Umm I am so hungry I should probably get a pizza

Wow the app has remembered my favourite pizza. This made ordering pizza effortless

FREE DELIVERY 30 Min & LESS

The free delivery means I don’t even have to leave home

The delivery was early and they even gave me a free cool drink

Many payment options. I don’t need to draw any money

Yummy! I would definitely recommend pizza place to my friends

END

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CUSTOMER JOURNEY

START

NEGATIVE EXPERIENCE

UHM, I AM SO HUNGRY. I SHOULD PROBABLY GET A PIZZA

THERE ARE TOO MANY OPTIONS AND NO CLEAR DIRECTIONS ON THIS APP

WHAT? THEY DON'T DELIVER IN MY AREA? NOW I HAVE TO DRIVE ALL THE WAY

I CAN ONLY PAY WITH CASH. NOW I HAVE TO GO AND WITHDRAW MONEY

IT TOOK ME FOREVER TO FIND THIS PLACE. SINCE THEY WERE NOT LISTED PROPERLY ONLINE

I CAN'T BELIEVE HOW STALE THIS PIZZA IS. I'LL NEVER ORDER FROM HERE AGAIN

END

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HOW TO IMPROVE JOURNEYS
Smooth out the emotions

Upstream solutions earlier in the journey

Early investment in relationship – strong start

Stretch outside your solution space (prolong greatness)

Strong end

Smooth transitions
Remove skips, jumps and white space

Amplify positive peaks

Re-order moments

Re-imagine the journey
QUESTIONS