Post course resources - Customer journey mapping workshop

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hqn TRAINING

Contents

Section **Page number**

1 HQN Customer Journey Mapping post workshop material _____ 2

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Getting the most from your mapping workshop

DO:
Ask "where can the customer go now", "what will the customer be feeling at this point?".
Refer to "The 6 Things" for every touchpoint and route between them.
Check touchpoints such as website and literature for issues.
Have people in the room who actually deal with customers.
Create and use customer personas!

DON'T:
Include on the map anything the customer would not experience (such as underlying business processes).
Start to discuss possible solutions – save those for the next workshop!

More reading

I have written 2 books that you may find useful. They are:
"The 6 Things that all customers want" available here and
"Walking in Your Customer's Shoes – a guide to customer journey mapping" available here.

Customer persona template questions:

Male or female?
Age?
First name?
Marital status?
Background?
Describe their home life
Describe their social life - what do they do, where? When? What time do they spend doing these activities?
What social media do they use?
What do they use it for?
What type of job do they do?
How much do they earn?
What are their ambitions?
What stresses them out?
What do they worry about?
What really matters to them?

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