

The Power of Customer Journey Thinking



Your Customers Are On A Journey. Help Them!

Companies And Customers Don't See Eye To Eye

Companies focus on a very **narrow** and **internally-oriented** view of what customers are trying to accomplish.



CUSTOMER PERSPECTIVE

COMPANY PERSPECTIVE



Example: The difference between how an online travel agency and its customers view a family vacation



Companies Must Shift Their Focus To Customer Journeys

Companies today focus on individual interactions, but to succeed in the future, they will have to focus on customers' multi-step journeys.

TODAY

FUTURE



INTERACTION FOCUS



CUSTOMER JOURNEY FOCUS

Company is center of customers' lives

Perspective

Customers interact with company because they have to, not because they want to

Efficient, completed interactions

Key Objective

Customers' positive emotional response

Interactions with company

Moments That Matter

All customer activities, even those that don't include the company

Limited

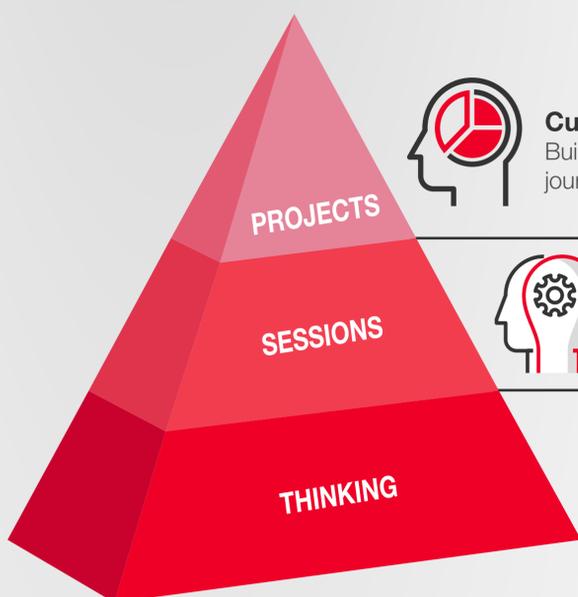
Customer Understanding

Deep customer empathy and context

The Customer Journey Mapping Pyramid

Customer journey mapping (CJM) is a popular tool for identifying the steps and emotional states that a customer goes through. While CJMs can be valuable, it's not practical for large organizations to undergo full-scale CJM projects for all of their customers' journeys.

Temkin Group's **Customer Journey Mapping Pyramid** identifies three distinct levels of CJM activities



Customer Journey Mapping Projects.
Build journey maps for a few critical customer journeys using significant customer research.



Customer Journey Mapping Sessions.
Build journey maps for many customer journeys using facilitated sessions with SMEs and existing customer insights.



Customer Journey Thinking.
Embed thinking about customer journeys into day-to-day decisions across the company.

The Five Questions of Customer Journey Thinking™

While customer journey projects and sessions are valuable, Customer Journey Thinking can be transformational. To embed a customer-centric mindset across your organization, teach employees to always ask and answer these five questions:

1

WHO IS THE CUSTOMER?

Start by recognizing that different customers have different needs. So it's important to understand who the person is we're focusing on, even before we think about their specific journey.



WHAT IS THE CUSTOMER'S REAL GOAL?

Customers aren't usually contacting your company because they want to, they're doing it because of a deeper need. You need to think about what they are really trying to accomplish.

2

3

WHAT DID THE CUSTOMER DO RIGHT BEFORE? (REPEAT THREE TIMES)

When customers interact with your company, it's always part of a longer journey. So you need to think about where they've been prior to the interaction in order to anticipate what's on their mind.



WHAT WILL THE CUSTOMER DO RIGHT AFTERWARDS? (REPEAT THREE TIMES)

When customers interact with your company, it's almost never the last step on their journey. So you need to think about what they will do next to understand how you can best help them.

4

5

WHAT WILL MAKE THE CUSTOMER HAPPY?

Rather than just aiming to satisfy customers' basic needs, think about what it will take to provide each customer with the most positive experience—given what you know about customers' real goals and their entire journeys.



For more information, visit the [Customer Experience Matters](http://www.temkingroup.com)® blog at ExperienceMatters.wordpress.com

www.temkingroup.com

TEMKIN GROUP

When experience matters

Copyright © 2017 Temkin Group