

DISCUSSION GUIDE: POWER OF CUSTOMER JOURNEY THINKING™

Overview: Customer journey maps help an organization holistically understand the experience it delivers to customers. Customer Journey Thinking™ can bring this same awareness to every decision without a map. Use this tool to spark a discussion with a group of people around the five questions of Customer Journey Thinking. Prior to the discussion, the group will watch a three-minute video.

**ONLINE RESOURCE:**

Temkin Group video: “Power of Customer Journey Mapping”

DIRECTIONS FOR USING THIS TOOL**1) SET UP THE DISCUSSION**

Introduce the video by letting the audience know that while customer journey maps are a popular CX tool, it’s not always feasible to create maps for every customer journey. Explain that the video will introduce five questions to help embed a customer-journey viewpoint into day-to-day discussions and decisions across the company.

2) WATCH THE VIDEO

Have the group watch the three-minute video.

3) LEAD THE DISCUSSION

After showing the video, reiterate the five questions of Customer Journey Thinking:

1. Who is the customer?
2. What is the customer’s real goal?
3. What did the customer do right before? (ask three times)
4. What will the customer do right afterwards? (ask three times)
5. What will make the customer happy?

Ask the group to discuss:

- *In what ways will asking these questions help instill a more customer-centric mindset?*
- *When/where can we start using the five questions (with our department/team/project)?*

4) CLOSE THE DISCUSSION

After the discussion, go around the group and ask people to respond briefly to this question:

- *What are some of the ways we can support each other as we begin to make asking the five questions of Customer Journey Thinking™ a habit in our discussions and decision-making?*

After the session, send a follow-up email with the discussion notes. When possible, tie their ideas to existing initiatives and plans and outline additional next steps for you and the group.