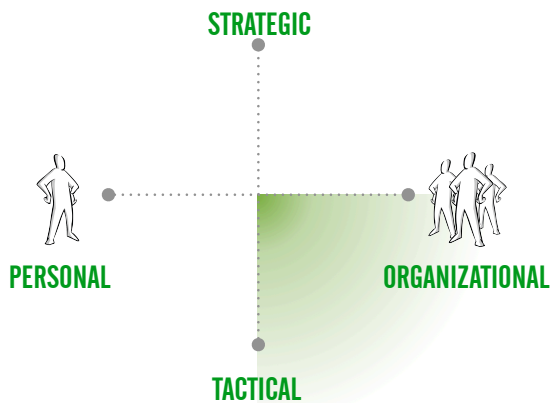


CUSTOMER EXPERIENCES

How do you offer the best customer experiences? What can you change, large or small, that will delight, engage, surprise and keep your customers loyal and happy?

Imagine your organization's services as a movie. What experiences do your customers have with from start to finish? Identify the main touch points in your customer experiences - from their initial awareness of your company's services, the sales process, the collaboration through the final delivery. Include all touch points from direct meetings to social media. How much of this flow is managed?



PRE-SERVICE

SERVICE DELIVERY

POST-SERVICE

INTENT

What does your customer want to achieve at each step?

EXPERIENCE

What actually happens at each step?



ARTIFACTS

What does the customer physically touch, see, hear or encounter?

PEOPLE

Who from your organization interacts with the customer?

MANAGEMENT

Who from your organization manages the experience?

Create a series of swim lanes identifying the main customer touch points from first point of contact to delivery and beyond. Illustrate the

transactions and search for opportunities to enhance meaning and satisfaction. Pitch to your VP of Customer Experience.