Customer Journey Maps

What, Why, and How

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Chris Paddock

Director, User Experience

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Experience

- Featured speaker at the Ultimate CX Conference and ConveyUX

- Business and experience lead of digital channels for Fortune 500 companies, startups, and not-for-profits

- Built teams and led enterprise projects for Bank of America, Fidelity Investments, Sallie Mae, and Virgin Pulse

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- Founded in 2004

- Privately Held

- Headquartered in Colorado Springs, CO

- Global Operations in US, EMEA, and APAC

- **Mission: Make Work Flow**
  - Transforming the way you work,
  - allowing you to automate,
  - monitor, and measure across
  - your business.

Cherwell Service Management
(CSM)

- IT Services Platform
  - IT service management
  - HR service management
  - Facilities management
  - More . . .

- Low-to-no code development

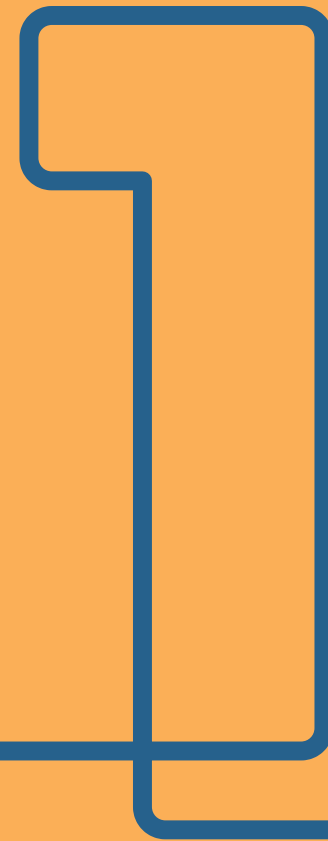- Workflow automation

- Mergeable applications

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Agenda

1. Expectations

2. What are Journey Maps?

3. Why Journey Maps?

4. Creating a map

5. Case Study

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Setting the Table

Expectations for this session

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Today's Session

- Common understanding of journey maps

- Best practices in creation and usage

- Focused on the customer

- Not a workshop

- Based on CX best practices

- Not concerned with backend, org-centered processes

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What are Customer Journey Maps?

Definition, Anatomy, and History

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"One of the most important insights from customer journey mapping is this: customers don't care how you operate internally.

Their perceptions of your brand . . . are based entirely on what they *think and feel* when interacting with *any* part of your organization, at *any* point in their experience."
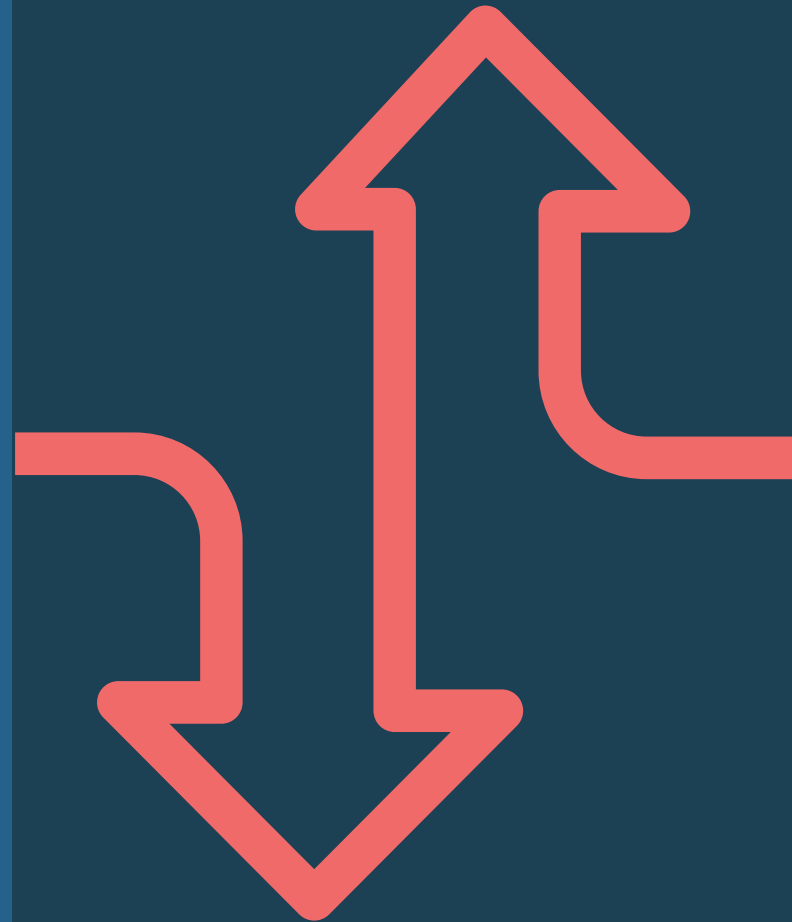
Kerry Bodine, *Outside In: The Power of Putting Customers at the Center of Your Business*

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# Customer Journey Maps

A definition:

An *individual's* experience as a consumer of a product or service

- End-to-end journey

- Chronological

- Focused on decisions, thoughts, emotions, not business processes

- Used for touchpoint analysis and optimization

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CJM Benefits

- Identify troubled touchpoints
- Find inconsistencies across across touchpoints
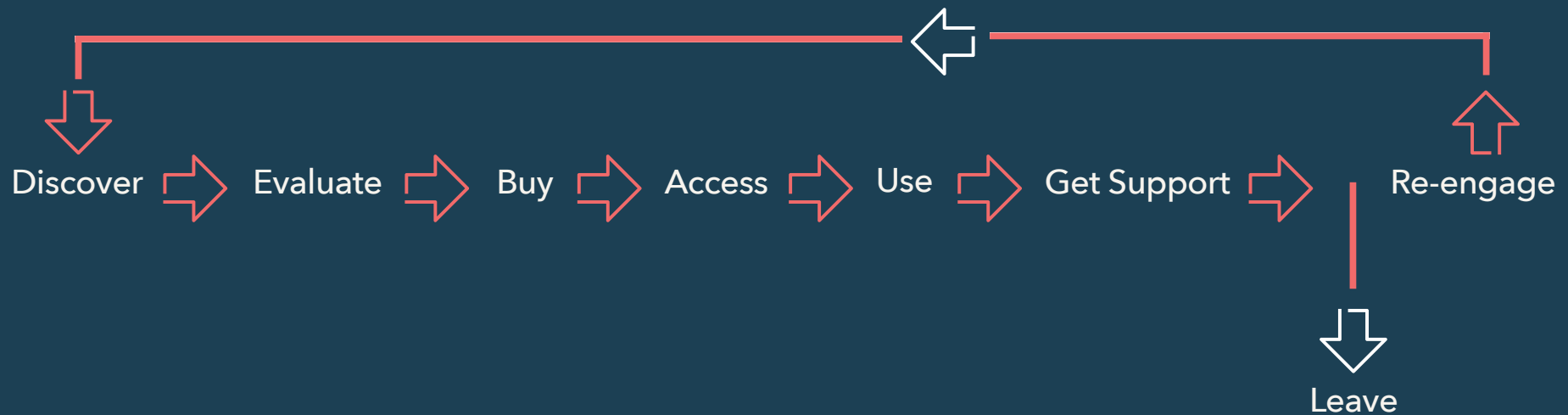
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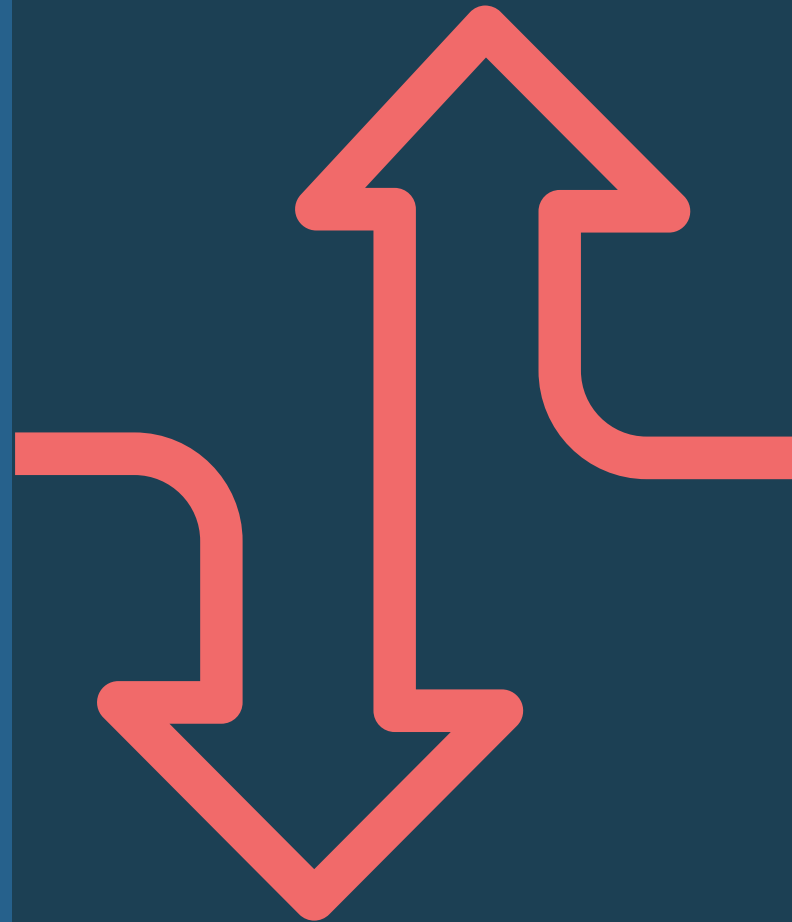
Anatomy of a CJM

Touchpoints

- TV, radio, print ads
- Marketing emails, newsletters
- Social media

- Support call, online chat
- Websites, desktop software
- Text, mobile apps

- Service counter, checkout register
- Packaging, shopping materials
- Physical objects, buildings
- Bills, invoices

Phases

Discover → Evaluate → Buy → Access → Use → Get Support → Re-engage

Leave

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About Cherwell

1800+
Customers

98%
Retention

300+
Employees

1172%
5 year CAGR

- Launched in 2007
- Profitable since 2008
- Debt Free
- Global Operations (USA, EMEA & APAC)
- 1,500+ Customers in 40+ Countries
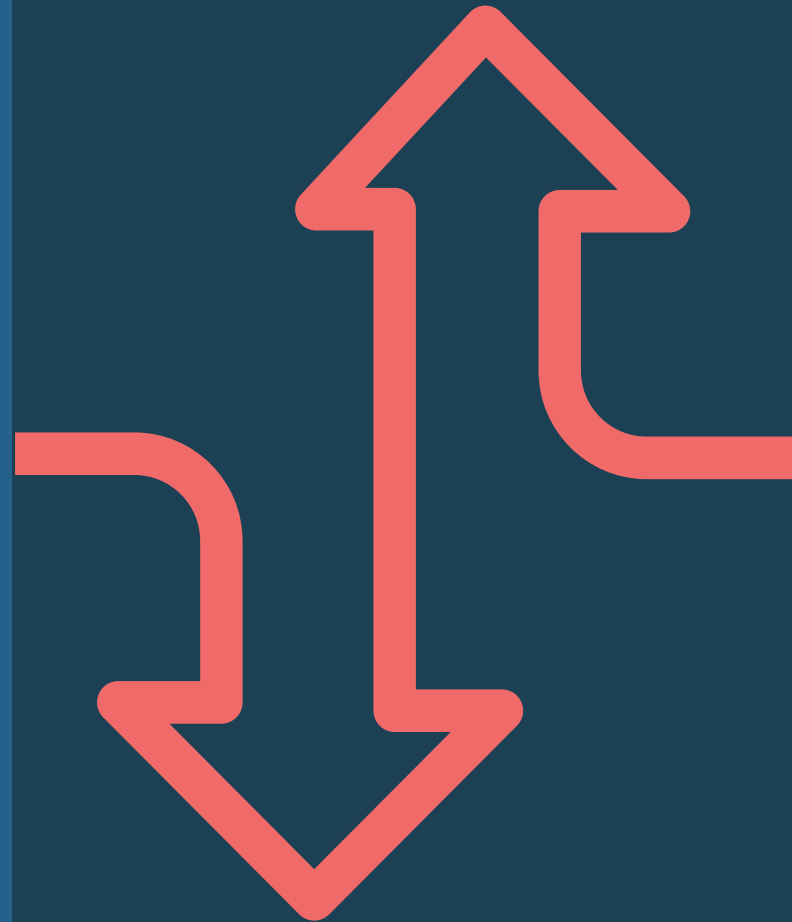- Named in Deloitte's 2015 Fast 500™ as one of the Fastest Growing Technology companies in North America

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# Anatomy of a CJM

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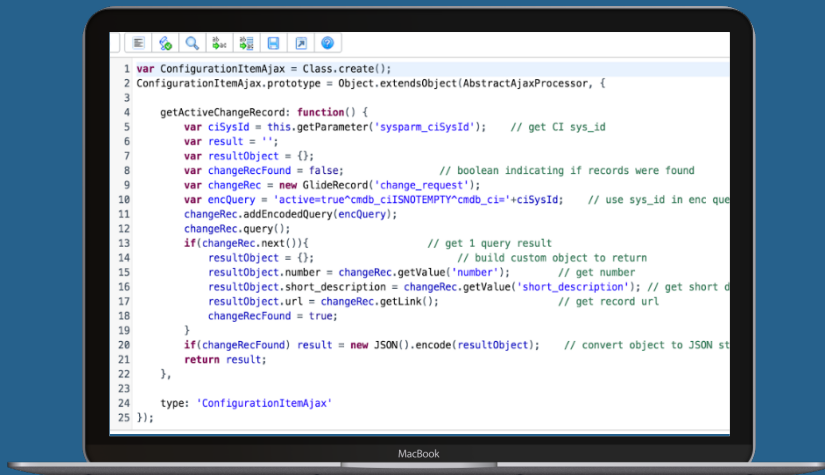- Used for touchpoint analysis and optimization

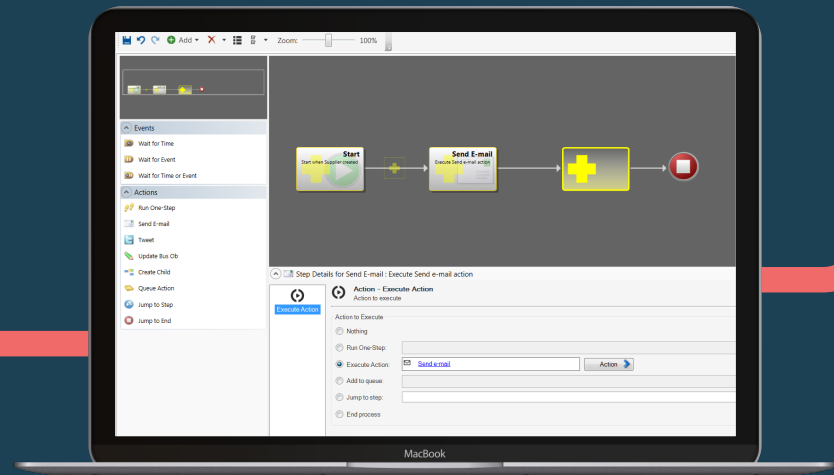cherwell

Cherwell Service Environment

The Cherwell service environment gives organizations the ability to architect, deliver, and manage all services through an integrated system. It provides tools to help deliver the type of innovative service experiences that move business forward.
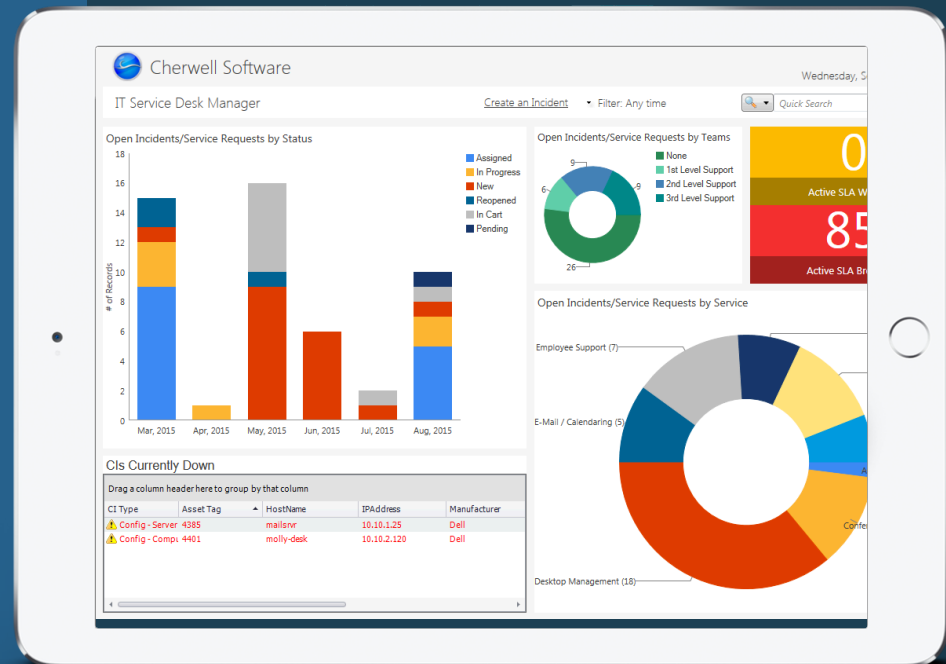
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Comparison

Our competitors force you to customize via complex Java code the at doesn't upgrade

The Cherwell Service Environment offers true codeless configuration

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Do Business Your Way

Flexible Licensing and Deployment

AI/NLP

Standardization

Automation

Workflows

Affordable and Transparent

- Concurrent Licensing

- All-Inclusive Packaging

- Perpetual or Subscription Based

- On-Premises, SaaS, or Hosted via Public Cloud

- Switch Licensing and Deployment Models at any time

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Why create a Customer Journey Map?

Some compelling data and rationale

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Creating a Customer Journey Map

Step-by-step process and best practices for creating a new map

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Case Study

Real-world map examples

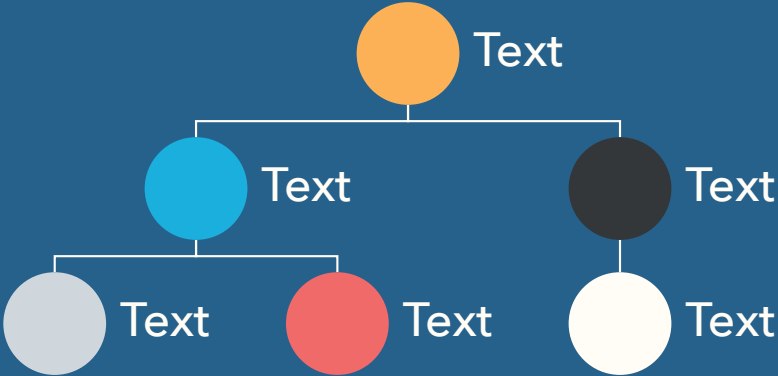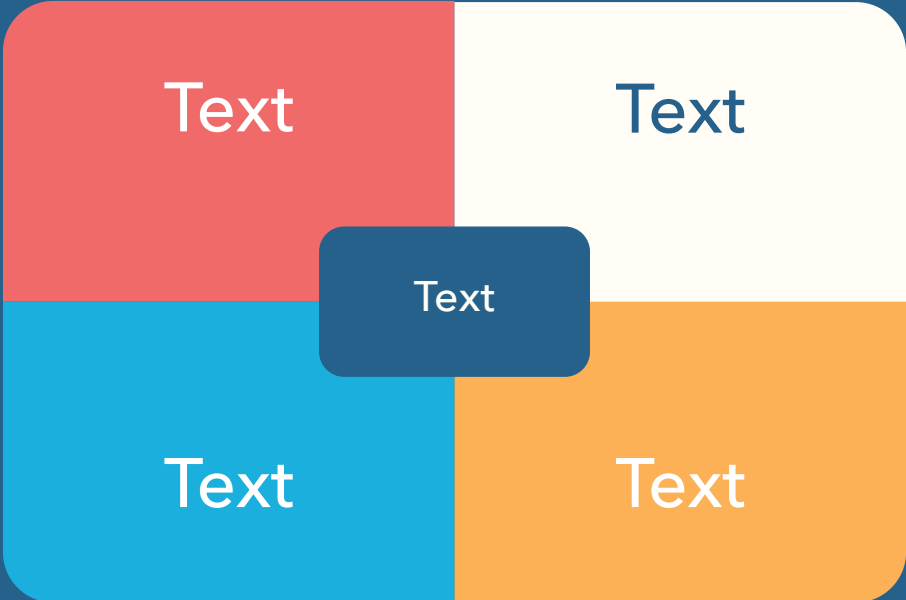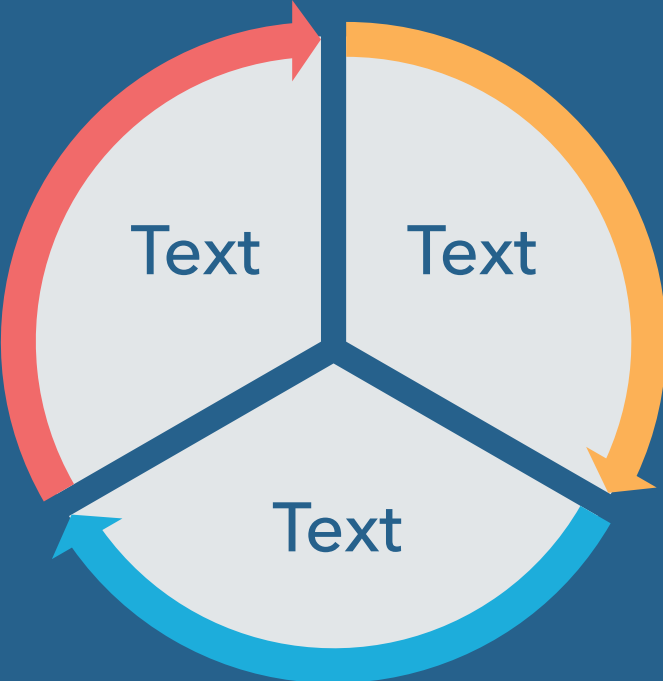cherwell

Cherwell Platform

	Traditional Customization	Traditional Customization	Cherwell Platform
Can Change to Meet Your Business Processes	✓		✓
Easily Adaptable As Your Business Grows	✓		✓
Low Implementation Cost and Time		✓	✓
Easily Upgradeable		✓	✓

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Smart Art Examples

Title	Title	Title
• List item • List item • List item	• List item • List item • List item	• List item • List item • List item

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Smart Art Examples

Text Text Text

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Deliver Service Experience Faster

With The Cherwell Platform
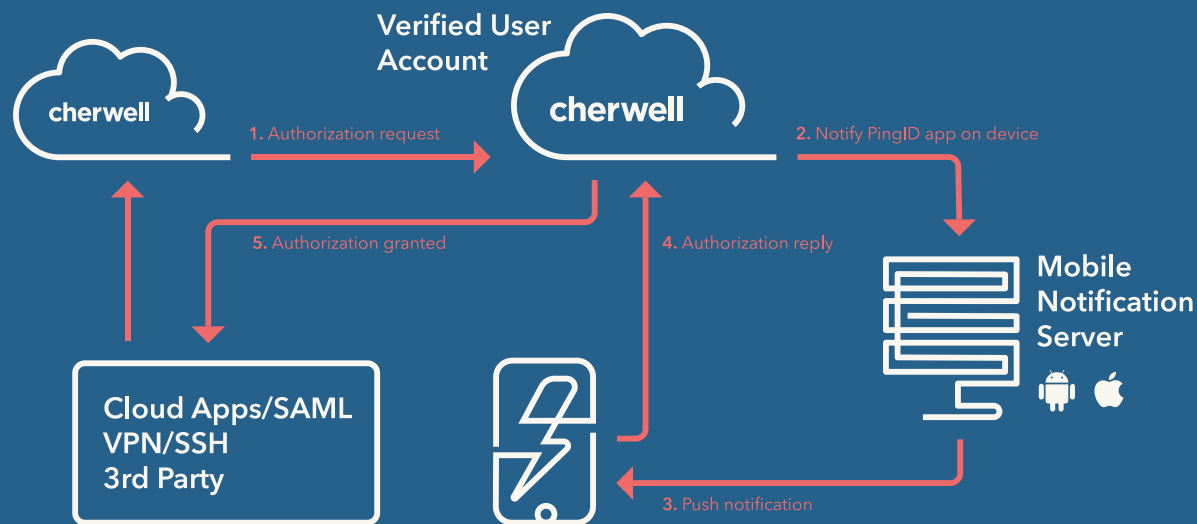
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Verified User Account

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1. Authorization request

2. Notify PingID app on device

5. Authorization granted

4. Authorization reply

Mobile Notification Server

Cloud Apps/SAML VPN/SSH 3rd Party

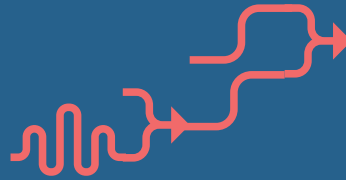**3.** Push notification

Affordable and Transparent

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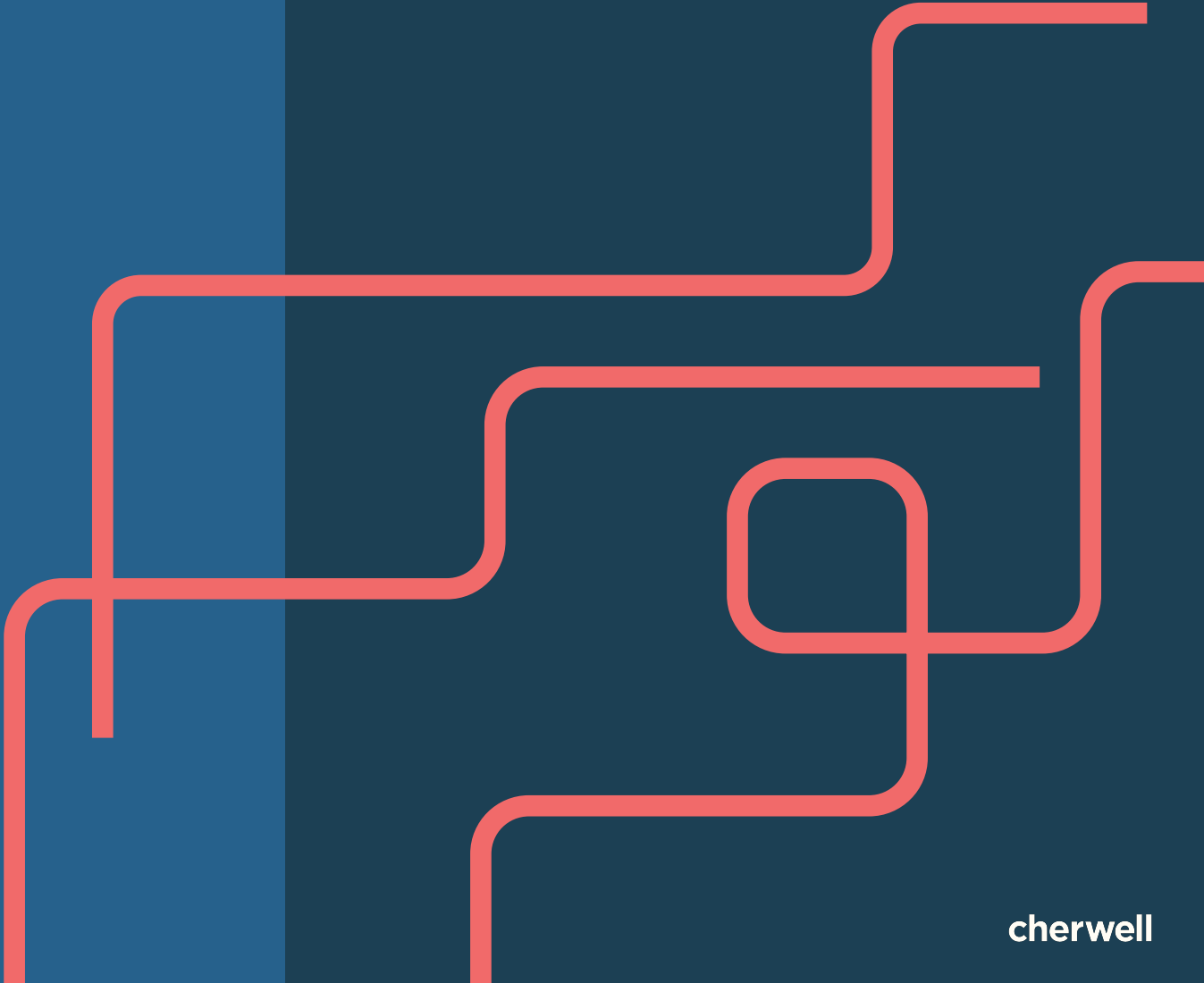
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Icons

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Additional Icons

Line

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