

Mapping Successful Customer Experiences

Digital channel adoption has been on the rise for years, and with it, so have customer expectations. Today's organizations are met with challenges daily to evolve the way they interact with consumers, who are choosing to engage via digital and mobile channels more frequently. These dynamics, over time, have led to more complex interactions and experiences.

That's where journey mapping can help by using a methodology that graphically depicts how customers interact with your organization. This is achieved by capturing and representing different touchpoints, sentiments, and insights in an infographic or map. In short, it's a strategic step toward creating a customer-centric culture and experience, helping you take an "outside-in" approach to customer interactions, customer service, and the overall customer experience.

But there's much more to customer journey mapping than merely creating visuals and graphics. Following are three best practices that can help your organization leverage journey mapping wisely to innovate and deliver an end-to-end customer journey.

1. Communicate a Strategy Across Levels and Functional Areas.

To successfully create and launch a journey map, there is one central key ingredient—support. To gain the support your organization needs, it is important to clearly define and communicate the business value to all levels of cross-functional departments involved.

Once you've gained that attention, buy-in, and support, the next step is to take a look at organizational priorities and goals, and align them with the benefits of customer journey mapping. For example, if your goal is to create a seamless experience

across the business, journey mapping can help you locate the silos that are hindering the way customers do business with your organization. By linking your goals to these benefits, you can more clearly identify which processes create satisfaction or dissatisfaction in your interactions. Going further, you can tap into the customer perspective and use it to prioritize which business process improvements to focus on.

2. View the Journey From Above.

Starting the customer journey map from the very beginning of a customer's relationship with your organization—and carrying through each interaction until renewal, repurchase, or even termination—can yield better insight and enable you to take action more effectively. A view of the entire journey can pinpoint ways to improve customer satisfaction much more efficiently than mapping each major lifecycle independently. You should also consider mapping outside factors, such as competitive forces, regulations, and the economy.

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3. Be Focused and Bold.

Improving the customer experience is a common theme in organizations today, making it harder to stand out from the crowd. To address this challenge, start by using existing customer journeys to focus on the problems that have the biggest impact on your business. By selecting these, you'll be in a better position to make choices for improving the customer experience in a bold way.

Customer journey maps made their debut some time ago and are widely used. However, many organizations fall short of realizing the true benefits because they focus solely on the process and not the end result. Take it a step further by turning the journey map into a dynamic plan to drive effective change.

Any map will get you where you need to go, but the driving factor of change is what you do when you get there. How will you take your journey map from theory to process to practice? Many seasoned customer experience professionals use journey maps to challenge their organizations to make meaningful, cross-functional changes that propel both customer and business success.

Verint® offers a variety of software and services designed specifically around customer journey mapping. For example, Verint Engagement Analytics™ is a robust analytics platform for capturing, analyzing, and correlating customer interactions and behaviors across channels, so you can gain a single view of the customer experience, pinpoint areas of opportunity and deficiency, and develop strategies to address them. Our comprehensive portfolio also includes customer journey mapping consulting services to help you identify and improve the segments of the customer journey that can yield the most substantial benefits to your business. Learn more at verint.com/customer-engagement.