

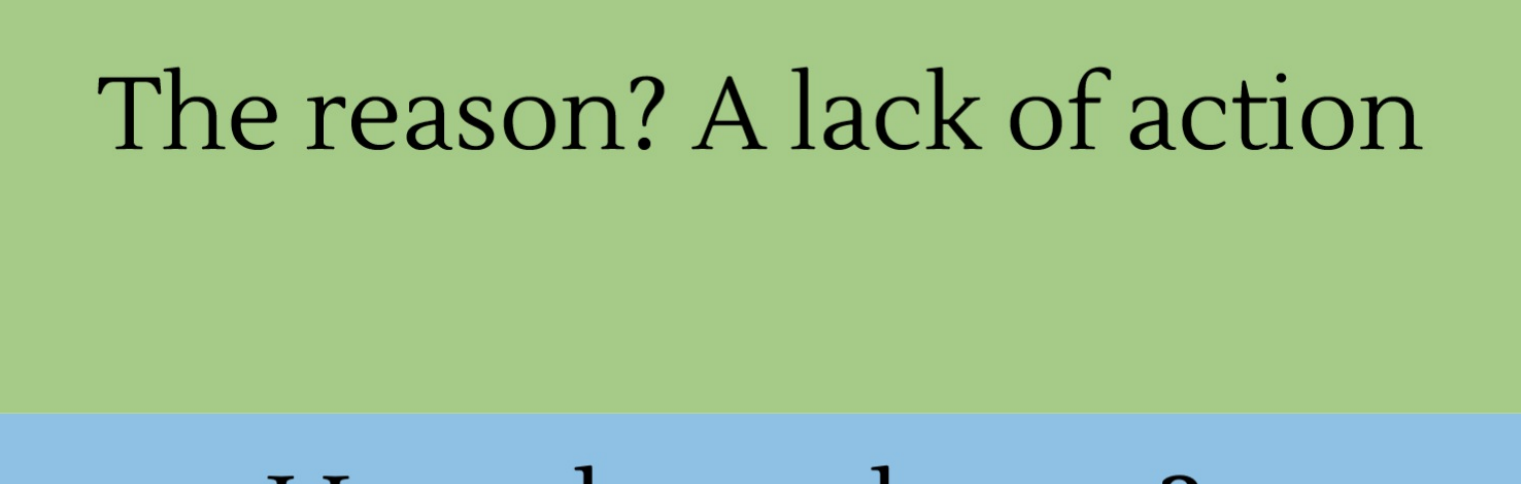
# Driving Change Through Journey Mapping



## Best Practices for Gaining Customer Insights

The Customer Experience Professionals Association (CXPA) & Heart of the Customer conducted a survey of over one hundred CX practitioners and consultants who have experience with journey mapping

The big question: How successful was your journey mapping experience?



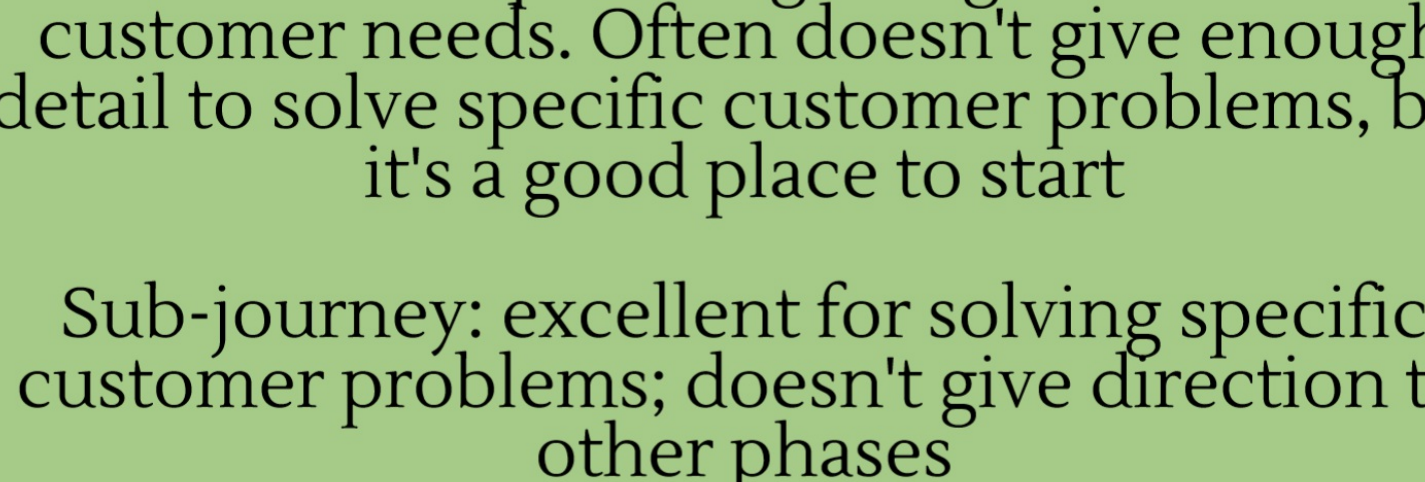
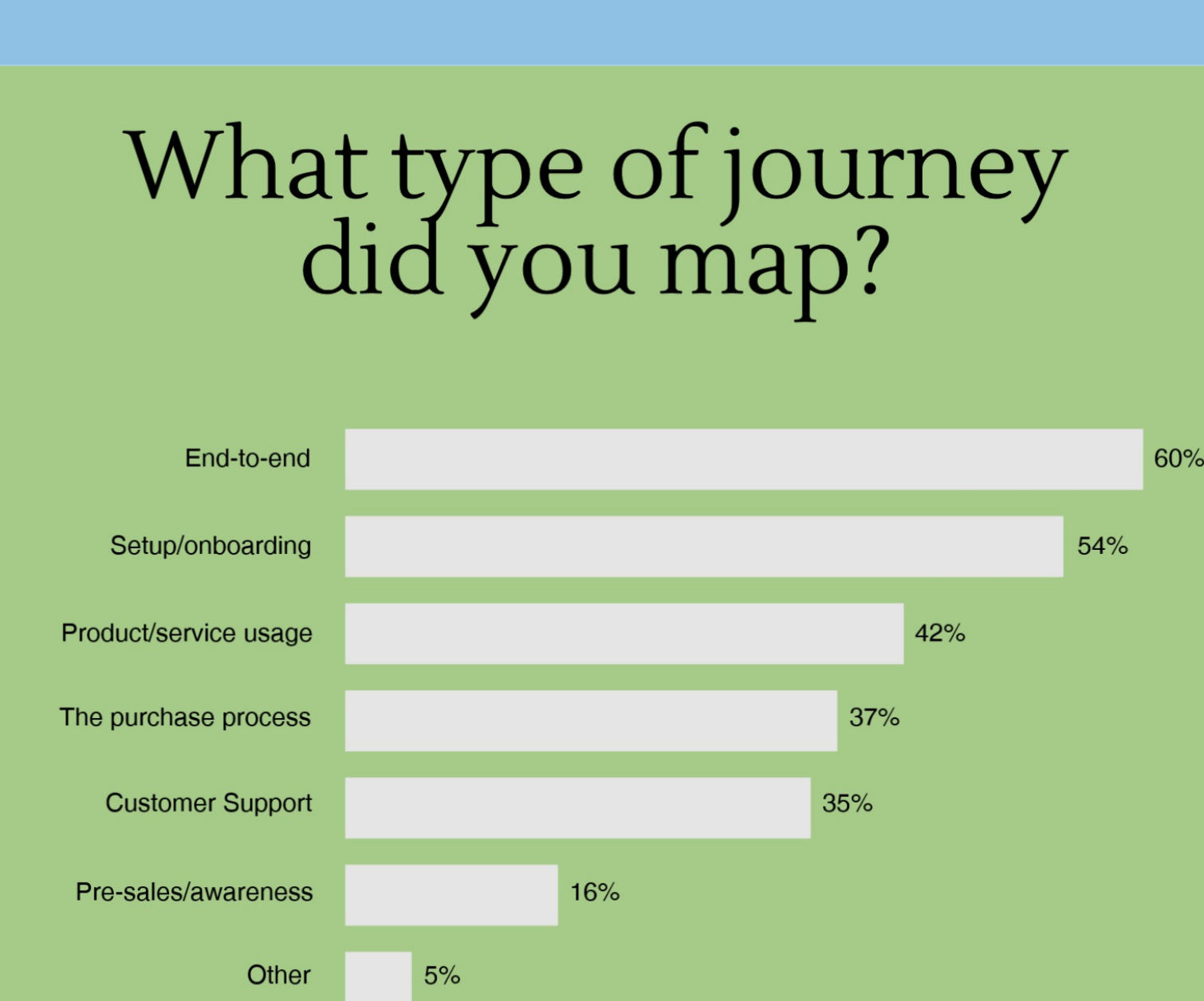
Key finding:

Half of practitioners rated their journey maps as unsuccessful

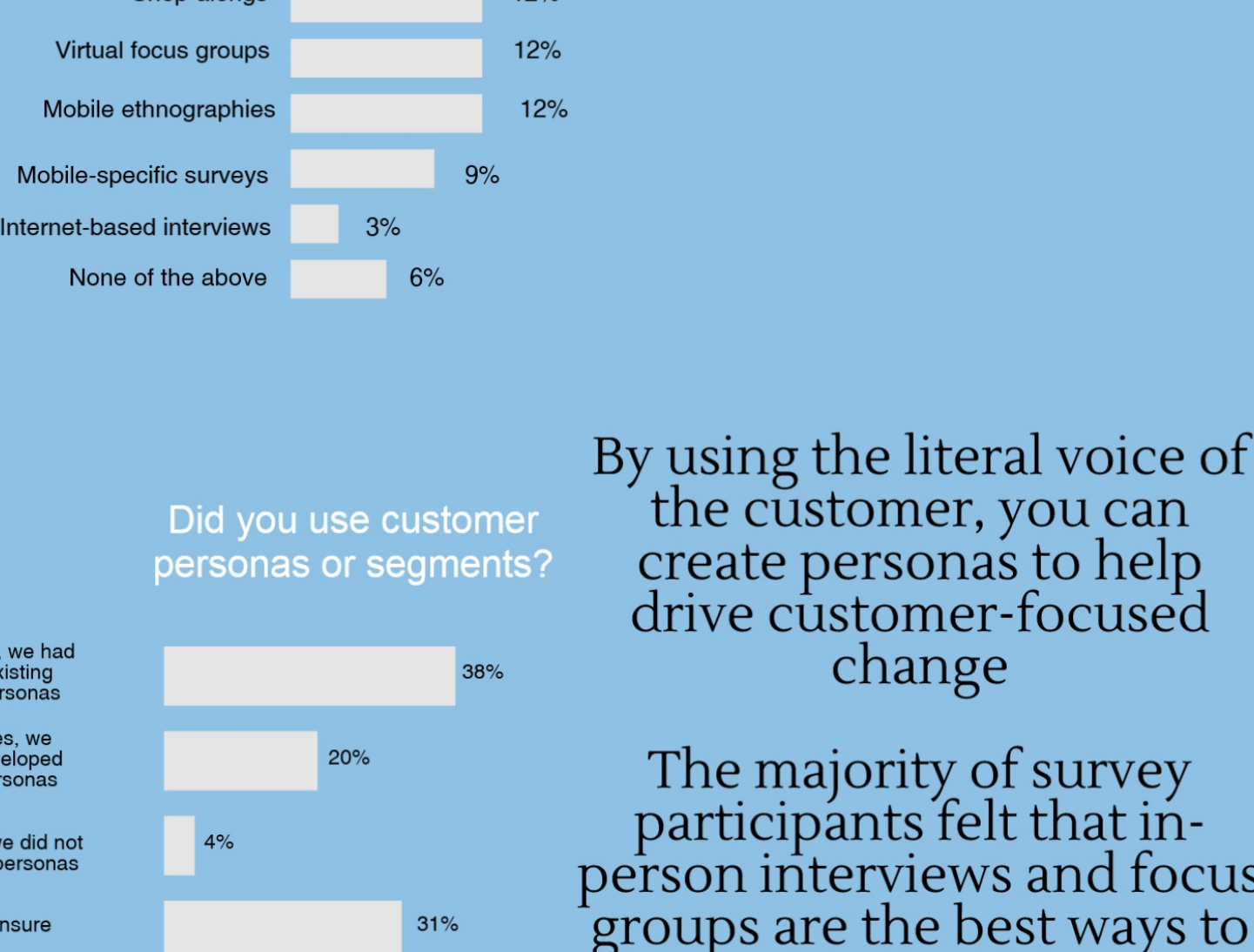
The reason? A lack of action

## How do we know?

What do you see as most important for a successful journey mapping initiative?



## What type of journey did you map?



End-to-end: helpful for getting an overview of customer needs. Often doesn't give enough detail to solve specific customer problems, but it's a good place to start

Sub-journey: excellent for solving specific customer problems; doesn't give direction to other phases

## How will you find and use your customer's voice?



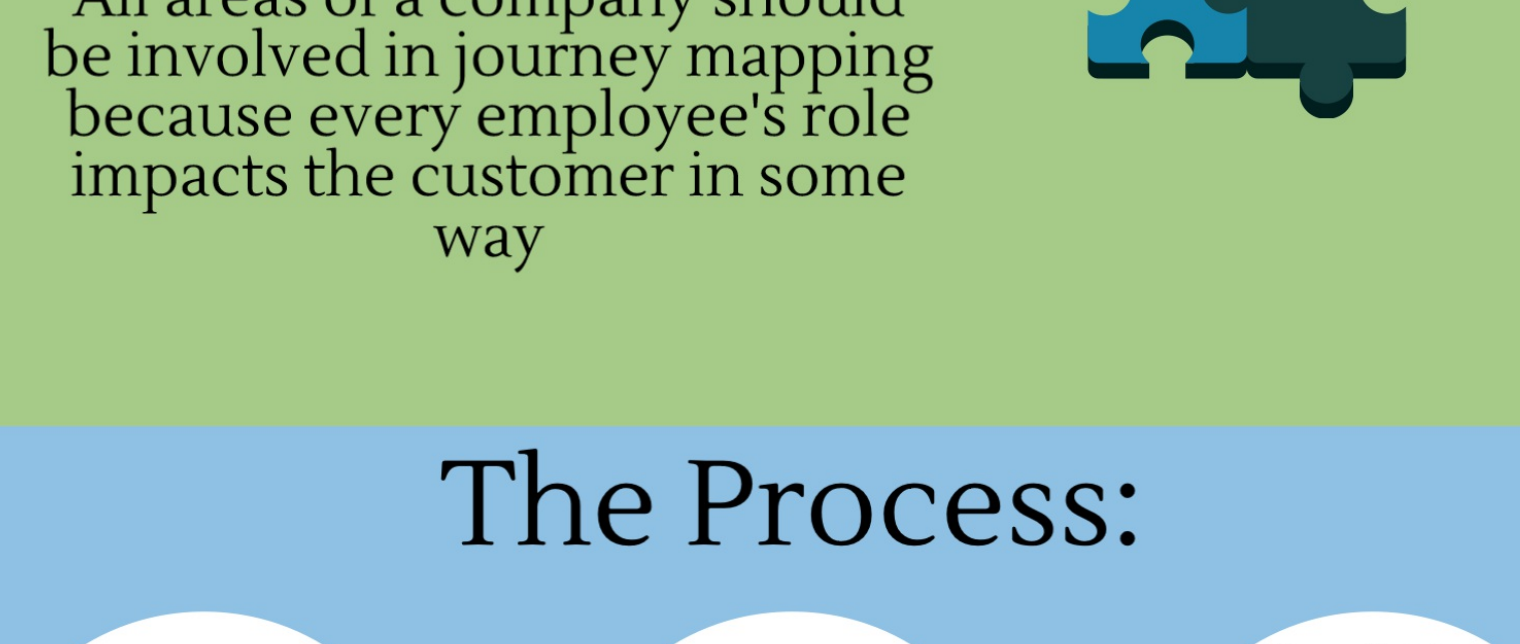
Did you use customer personas or segments?



By using the literal voice of the customer, you can create personas to help drive customer-focused change

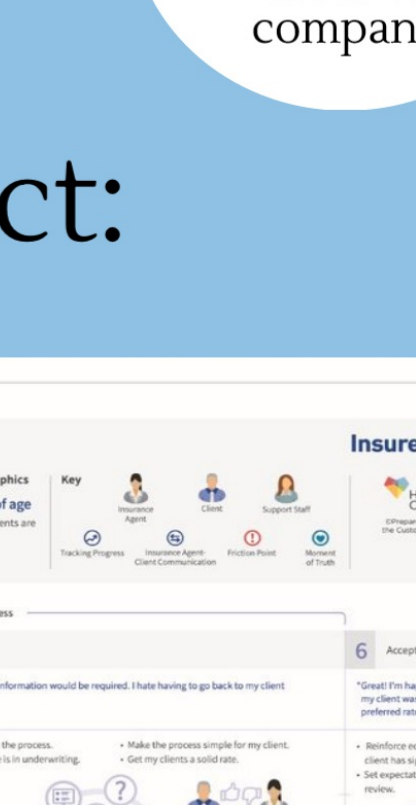
The majority of survey participants felt that in-person interviews and focus groups are the best ways to gain information from customers and really go beyond data

## Which internal departments were represented in your most recent journey mapping project team?



Two underutilized areas were HR and IT. This is a missed opportunity because connecting to customers has to do with both HR culture initiatives and IT planning

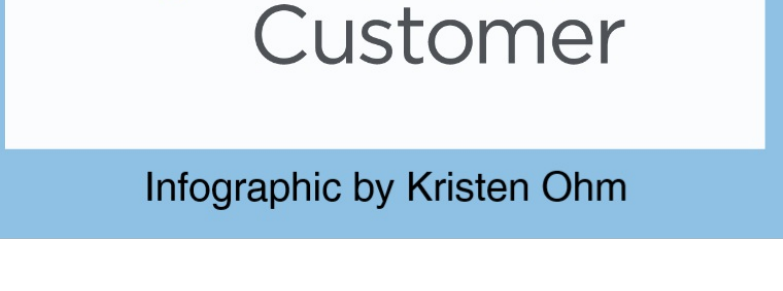
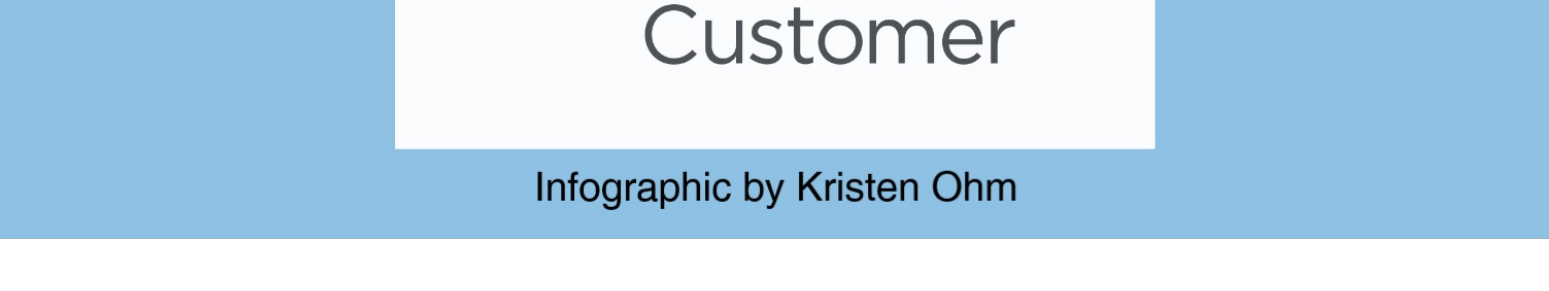
All areas of a company should be involved in journey mapping because every employee's role impacts the customer in some way



## The Process:



## The Product:



Infographic by Kristen Ohm