**Journey Mapping**

**STAKEHOLDER INTERVIEW GUIDE**

# Project Overview

The purpose of this interview is to acquire an understanding of the key business goals for mapping the [INSERT YOUR SPECIFIC] journey**.** We will be talking with multiple employees to get a broader context of what is known today about customers and what is critical as we map out the experiences.

In this interview, we start off by talking a little bit about your role, your professional objectives, and how this journey mapping project fits into those objectives. We will also discuss success criteria and potential challenges and barriers to accomplishing this work and improving the customer experience. This interview will take about 30 minutes. Do you have any questions before we begin?

# Business/Corporate Level

1. **What is your understanding of the customer journey mapping project?** [*Explain journey mapping + process as needed*]
2. **Tell me a little bit about your role at [YOUR COMPANY].**
3. What are you trying to achieve this year?
4. **How might this project impact your success?** [Or how might you use the journey map in your work going forward?]

# Target Customer Insights

1. **Is there anything in particular we need to know about the customers during their [INSERT SPECIFIC] experience?** [Include three tiers: strategic, mid-market, enterprise]
2. What are customers getting out of selecting [YOUR COMPANY]?
3. **Anything changing in the industry / trends you’re seeing?**
4. **What do you think** [YOUR COMPANY] **is doing well in terms of satisfying customers during their post-launch support experience?**
5. **What could** [YOUR COMPANY] **do better to meet customer needs?**
6. How do you know whether customers are having a positive or negative experience during the [INSERT YOUR SPECIFIC] journey? Are there measurements that you rely on?
7. **Where do you see the biggest opportunities for improvement today? Do you see any unmet customer needs?**
8. Are you aware of any obstacles, internal or external, which may get in the way of an improved customer experience?
   1. Are there any “sacred cows” - things that cannot change? What should we be aware of, for example, parts or functions of the organization that are exempt from change or questioning?
9. How will you know this project has been successful?
   1. What do you need to see in the short term or next six months?
   2. How about the long term, next 3 years?

# Wrap Up

1. **Anything else you think would be important to know to help make this project a success?**
2. Is there something I missed that you wanted to cover?

Thank you for your time today!

# Project Overview (if needed)

[INSERT OVERVIEW OF PROJECT]

The goal of this project is to:

* [Insert]

The success of this initiative will be judged by:

* [Insert]

Journey Mapping Explanation (if needed)

As a foundational customer experience tool, journey mapping aligns teams around a clear vision of customer needs.

* Mapping the end-to-end customer journey allows your team(s) to align on the current customer experience and focus on improving the high-value moments of truth for customers.
* Outcomes include action plans to optimize the customer journey including the creation of customer-focused key performance indicators to measure ongoing engagement with customers.