



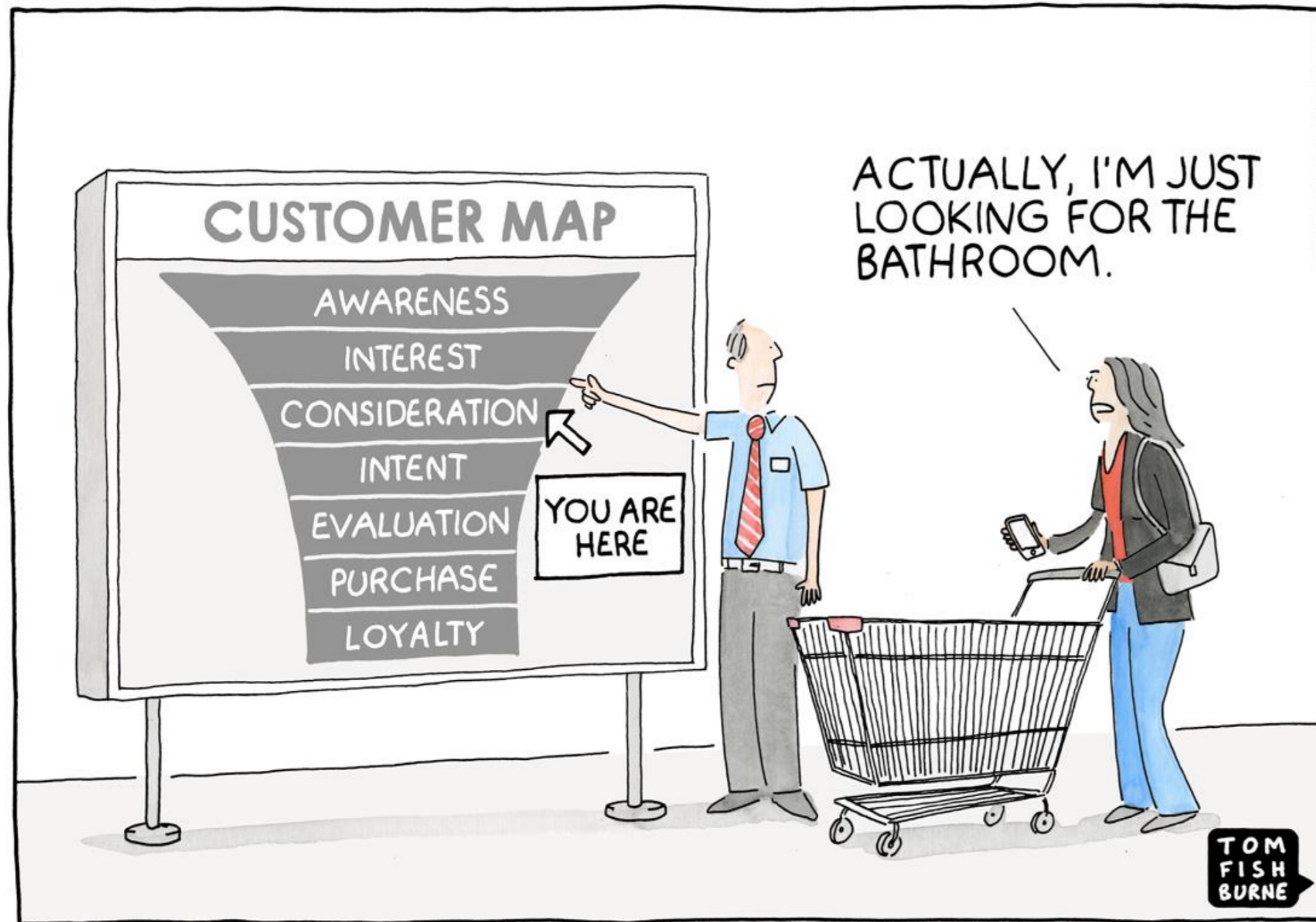
# FEEDBACK

## *Customer Experience Journey*

Sandsiv, October 2020

Customer Journey (CJ) Introduction

Customer Perception of their **interaction** with your brand.



# CUSTOMER EXPERIENCE JOURNEY

## Benefits



### Benefits

A customer journey map shows the story of the customer's experience. It also brings **user's feelings drivers, needs to move, motivations, potential opportunities, pain points and improvements.**

Mapping the customer journey **helps organisations understand and consciously reflect on how prospects and customers use the various touchpoints,** how the organisation's is perceived and how the organisation would like its customers experiences to be.


**By understanding the latter,** it is possible to design an optimal experience that meets the expectations of major customer groups, achieves competitive advantage and supports attainment of desired customer experience objectives.

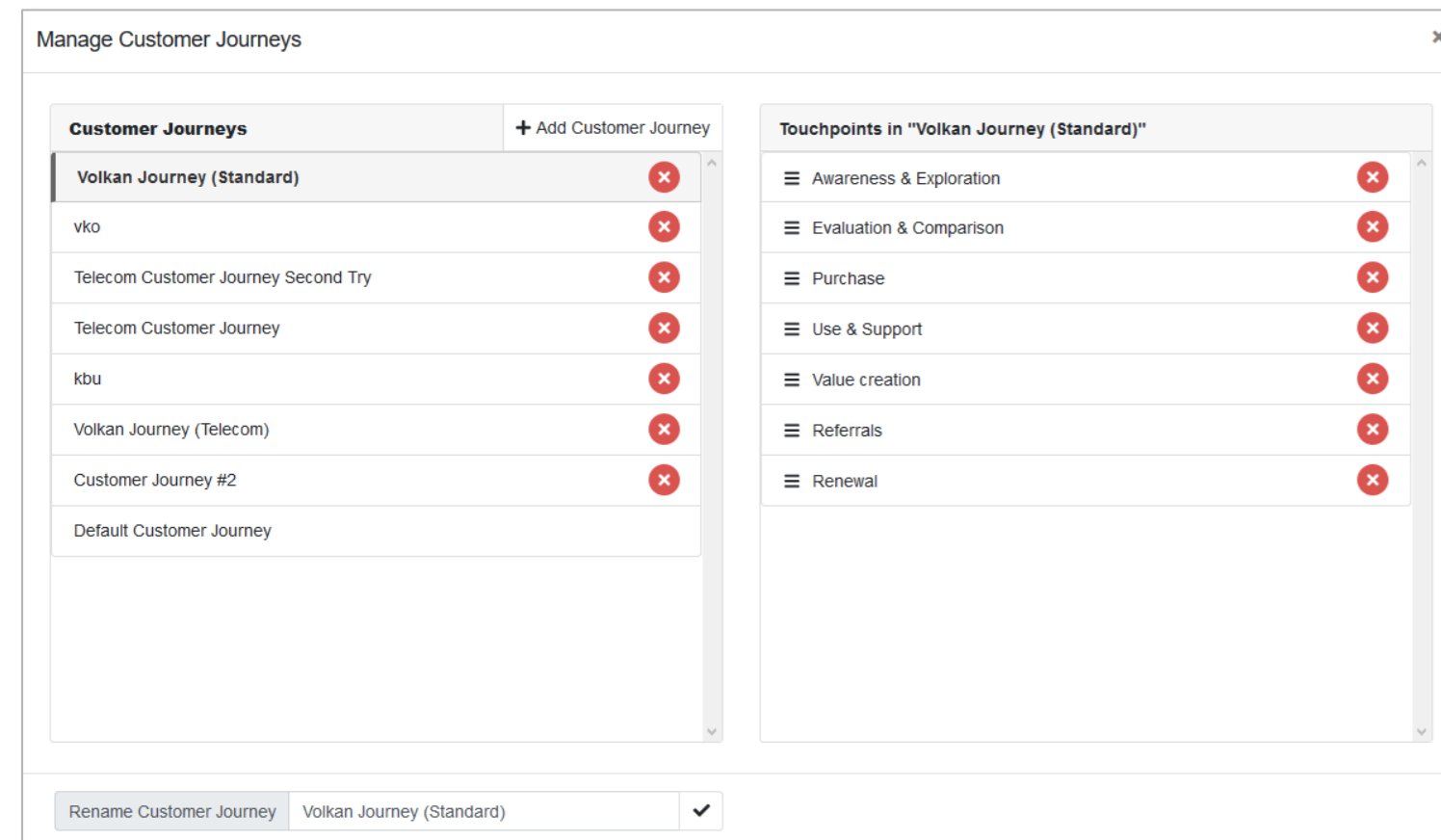
### Advantages

- Gives the possibility to have a **unique CX metrics overview** (operational data, financial, churn, NPS, CSAT, CES, etc.)
- Reveal gaps **customer expectations vs the actual experience**
- Prioritize **improvements initiatives** according to "value to the customer vs feasibility"
- **Focus on customer experience** and not business processes
- Have an overview of the entire **relationship with customers**
- Identify and resolve **customer pain points**
- **Involve and engage project participants** of different departments or teams

# CUSTOMER EXPERIENCE JOURNEY

## Creation

1. Go to "Feedback" and select "Customer Journey"
2. Select the Settings wheel 



3. From this view you can:

- **Delete** available Customer Journey (CJ)
- **Create** new CJ
- **Change the sequence** of the touchpoints within a selected CJ

4. **Exercise:** create the following Customer Experience Journey

Group ID	Title	Channels / Status	
▶ Awareness & Exploration		0 0 0 0	
▶ Evaluation & Comparison		0 0 0 0	
▶ Purchase		0 0 0 0	
▶ Use & Support		0 0 0 0	
▶ Value creation		0 0 0 0	
▶ Referrals		0 0 0 0	
▶ Renewal		0 0 0 0	

5. The system allows a **completely free representation** of your CJ...

Group ID	Title	Channels / Status	
▶ Public Internet		0 0 0 0	
▶ Private Internet		0 0 0 0	
▶ In store experience (POS)		1 1 0 0	
▶ Activation		0 0 0 0	
▶ Billing		0 0 0 0	
▶ Call-Center		0 0 0 0	
▶ Technical Service		0 0 0 0	

6. .... depending from the **details you need**

Group ID	Title	Channels / Status	
▶ IN STORE EXPERIENCE		0 2 0 0	
▶ First Touchpoint		1 2 1 0	
▶ First Touchpoint		1 1 0 0	
▶ QA 1		1 0 0 0	
▶ QA 2		1 2 0 0	
▶ Internet page		0 0 2 0	
▶ E-mail		0 0 1 0	
▶ Call-center		0 0 0 0	
▶ PoS-Store		0 0 0 0	
▶ Mobile-SMS		0 0 0 0	
▶ test_touchpoint::2018-08-16 21:17:50		2 0 0 0	
▶ test_touchpoint::2018-08-16 21:18:27		0 0 0 0	

# CUSTOMER EXPERIENCE JOURNEY

## Populate the CJ with created survey(s) & dashboard(s)

### Open touchpoint/interaction

Expand the touchpoint/interaction window by clicking on the name

### Survey statuses

Check at a glance the touchpoint/interaction related survey's statuses.  
(Active, Paused, Stopped, Deleted)

### Assign a created survey

A new dialog window should pop up. Type the name of the Survey you want to add. If you want to add more Surveys, just click the Select Surveys drop-down again and type the name of other Survey or Surveys you want to add. Click Save once you've added all required Surveys:

### Survey Statistic

Access directly to survey statistic page.

### Dashboard

Possibility to link your touchpoint/interaction dashboard to your customer journey view. Go to touchpoint/interaction settings to add the link (URL) copied directly from your dashboard.

Group ID	Title	Channels / Status	
IN STORE EXPERIENCE			
296	_Training_Survey	WEB SMS IVR DIGI	[Status Icons]
First Touchpoint			
242	David H Training	WEB SMS IVR DIGI	[Status Icons]
241	David	WEB SMS IVR DIGI	[Status Icons]
237	Reminder	WEB SMS IVR DIGI	[Status Icons]
235	09.11.17 survey	WEB SMS IVR DIGI	[Status Icons]
228	testtoday1	WEB SMS IVR DIGI	[Status Icons]
First Touchpoint			
QA 1			
QA 2			
Internet page			
E-mail			
Call-center			
PoS-Store			



BECAUSE BEING HUMAN IS A GOOD BUSINESS

**sandsiv+**  
customer intelligence made in switzerland