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Photo Ece CiperBy Patrick Kwatlbbaum We have been doing the experience of displaying in our practice for several years. Why? Customers are increasingly choosing products and services based on the quality of experience they have with them. These experiences often break when they cover multiple channels. As a result, organizations need a holistic, human-centered vision of the experiences they create. In short, they need a map. Through trial and error, we have perfected our approach, helping organizations identify new strategic capabilities and incite coordinated interfunctional action. We shared ideas on this blog. We presented our evolving perspective at conferences and trained hundreds of practitioners at workshops around the world. Along the way, the design and business community have asked us for more information on why, what and how the experience is displayed. Here you can download our guide to mapping the experience. Free. In the guide, we provide a brief overview of the experience mapping process in collaboration with your organization. Why cooperate? We firmly believe that mapping, rather than artifact maps, is an essential ingredient to ensure that a better understanding of your customers will lead to change. We think you'll learn to agree. Adaptive Path Guide to Mapping Experience will give you the basic building blocks to start learning through use. Once you put the method in action, we'd like to hear how you've set this approach to your needs. We hope the guide will help you map a path to creating great human experience for your customers. This article was originally posted on AdaptivePath.org. Get access to exclusive email offerings when you join the Blurb creative community. Continuing you agree with the Terms and Privacy Policy. Customers are increasingly choosing products and services based on the quality of experience they have with them. These experiences often break when they cover multiple channels. As a result, organizations need a holistic, human-centered vision of the experiences they create. In short, they need a map. To help the community create such maps, Adaptive Path has released a free experience mapping guide that provides a brief overview and the main building blocks of the process of displaying experience in collaboration with your organization. Organizations spend billions of dollars each year on experience designed to attract, serve, and retain customers. They are building new stores and launching new websites; Answer thousands of questions in call centers Market, advertising and promotion in several channels; Experiment with trendy mobile apps Deploying new products and services reengineering. In short, organizations create and manage a lot of common ground that they want to add to differentiated customers Of course, customers don't care about these efforts. they care about meeting their needs through touch points and through a competitive landscape. When done well, the experience card illuminates the holistic customer experience, demonstrating the highs and lows people feel while interacting with your product or service. The display process reveals key points of the customer that, once improved, will unlock a more compelling and more valuable overall experience. We have used mapping experience in our practice, among other methods, to generate information, support new initiatives, and create a stronger future for the organizations we work with. Slideshare uses cookies to improve functionality and performance, as well as to provide you with appropriate advertising. If you continue to browse the site, you agree to use cookies on this site. See our User Agreement and Privacy Policy. Slideshare uses cookies to improve functionality and performance, as well as to provide you with appropriate advertising. If you continue to browse the site, you agree to use cookies on this site. See our Privacy Policy and User Agreement for more details. If you haven't created a customer service card for your brand, you're missing out on key ideas that will help you refine and focus your customer experience and provide results for your business. If you're just starting out with a customer service program, it's a valuable tool to pinpoint where you stand and identify current weaknesses, strengths and opportunities to make a big impact that leads to the desired results. The process of displaying a customer experience can seem overwhelming. This is because it aims to review every variable, every channel,

and every possible way a customer can take to purchase. Taking huge amounts of data from multiple sources and drilling up to key, action data points that clearly convey experience from a customer perspective seems challenging, but following the right steps and working through the mapping process strategically puts the mapping experience and within reach for any marketer or brand. We've put together this comprehensive guide to help you do just that: Work through process, step by step, mine and aggregated data, identify the best way to layout maps and present information, and more to create a map of experience that stands on its own and informs your strategy through channels and points of contact in the omni-channel world. Use the links below to go to a specific section, or read from start to finish for a full primer on the process of displaying the customer experience: Customer Experience against Customer Travel Card You may think that the customer's card experience is the same as the customer's travel card. They're similar, but not exactly the same. Customer travel map describes consumer contact from the first impact on the sale and even after the sale of the interaction with the company. Customer service map takes it one step further by studying the full picture of customer interaction with the brand, analyzing behavior and interaction between points of contact and channels. Instead of a linear path from point A to point B, the customer service map provides insight into the process that each type of target customer goes through when interacting with your brand, visually organizing all possible interactions that a consumer could have with the brand throughout the purchase journey. Jim Kalbach, author of Mapping Experiences, explains: Experience maps look at the broader context of human behavior. They show how the organization fits into a person's life. A customer's travel card is best suited when you're focused on a particular path - for example, buying a trip for one particular type of target consumer for one particular product, service or product/service line. Card experience, on the other hand, is the best choice if you know that customers don't have the best experience they could have, but you're not sure where the problem is. Heart of the Customer offers two useful examples that can help in understanding the ideal uses for each of these client strategy planning tools: The client's travel map has been selected as the best tool to help the hospital understand its radiological experience, from planning to getting advanced images. In this case, the customer's travel card was able to offer valuable information to the organization about specific points of contact in which customers were disappointed - and where the organization could focus its efforts to create a better patient experience and generate loyalty. Although the travel map was the best tool for this particular purpose, it offered no value to hospital departments outside of radiology. The client interaction map was used by a nonprofit organization, experiencing the separation of members at some point throughout their many years of experience, but the organization was unsure where the separation was taking place or what events and interactions catalyzed the shift. In this case, the experience map provided results that revealed key ideas that informed the changes in the overall experience of the members, the restructuring of its approach to membership and beyond. After making changes at this level, the organization can then hone in on specific members (customers) travel to improve individual experiences. It's easy to see how the two can be confused, but the best way to think about the map experience of the customer is that it's more comprehensive visualizing the big picture, while the travel maps are more focused, displaying the interactions of a particular buyer persona from interactions before after the sale of loyalty, or, in the most undesirable scenarios, scenarios, Depletion. Customer Service Maps: Solving the Omni-Channel Experience One problem the key difference between experience cards and travel cards is that the customer's experience displays the omni channel. The customer's travel map is more linear, displaying specific points of contact in which the consumer interacts with the brand on the way to purchase. Customer Experience Maps recognize the many channels that customers interact with the brand throughout the purchase journey in a more cohesive and comprehensive way. Here's an example of a customer service card from Adaptive Path: Image via Adaptive Path, which is especially important as more and more consumers move through channels to make buying and shopping decisions. In response, brands should embrace the omni-channel marketing - taking a holistic view of the customer at the center, based on the understanding that today's consumers are moving between different points of contact to make purchases. Even multichannel marketing lags behind, treating individual marketing channels as standalone organizations with their own strategies, which often leads to disparate and completely different experiences from channel to channel. The goal, and the goal that can be achieved by displaying the customer's experience, is to promote consistent, positive experiences across all channels and at all possible touch points throughout the buyer's journey. Of course, the journey of one target consumer can be significantly different from the other's journey. That's why displaying customer travel remains a valuable tool, but should be a follow-up to display customer experience when your organization is armed with the information you need for more laser effort. Goals displaying customer experience It's always a good idea to start by identifying a business problem that you hope to solve. If you're just starting out with a customer service program or are about to revamp your existing program, displaying your customer experience is an important first step in the process. The purpose of displaying a customer experience is to understand all the conceivable ways that a prospect or customer can potentially interact with your brand. This means a multitude of channels, through different environments, and with different goals of their own. Is the prospect of trying to learn more about your niche before they even decide what they should make a purchase? Is the prospect of comparing your products and services with those of your competitors before deciding to buy? Or is an existing customer drawn to different customer support channels to help solve the problems they face with your products or services? Each of these interactions is distinctly unique (and they are certainly not the only types of interaction can have with the brand) and even more so when you compare the same interactions across different channels and with perspectives or customers suitable for different customer profiles. Other goals of displaying customer experience include: Awareness Initiatives designed to improve customer satisfaction Revealing opportunities to promote brand loyalty pinpointing touchpoints and experiences in context that contribute to the depletion of customer disclosure opportunities to improve customer retention understanding, where the user or customer experience is already well supported By Identifying Opportunities for Innovation (Creating a Competitive Advantage) The experience mapping process can reveal ideas such as whether consumers have greater brand loyalty when they take one particular way of researching on social networks, interacting with sales representatives, and ultimately making a purchase through a website) over another, or if consumers who interact with your brand at a specific point of contact after purchase are more likely to churn out. Ultimately, displaying customer experience can help you gain a better understanding of your customers, how they interact with your brand, and implement targeted initiatives that improve retention, increase loyalty, and increase profits. By visualizing the entire customer experience, you create a useful dashboard and valuable tool that can easily illustrate current challenges, opportunities, and even weaknesses to key stakeholders. For example, the ability to demonstrate how the lack of interaction with existing customers in the post-purchase process leads to customer depletion makes a compelling case for investing in a tool that improves customer service after purchase. Preconditions of Customer Service Cards So what do you need to start displaying the customer experience? You will need to spend some time collecting and aggregating feedback from your customers and your employees. Here's a look at the basic prerequisites for displaying the customer experience. Take a complete list of all the points of contact. This includes your website, social media channels, traditional advertising (radio, print, TV), digital advertising (search advertising, social media advertising, etc.), phone (trade representatives, customer support representatives, technical support representatives), retail stores/physical locations, direct mail and even invoices and receipts. A map of a customer's perspective or goal with touch points. In other words, what is the purpose of the interaction? It can be helpful to identify the types of interaction perspectives and customers can have with your brand, such as gathering information, supporting customers/solving problems, selling interactions, comparisons, and so on. Categorizing common ground by phases. Consumers usually go through stages throughout the buyer's journey. Like the aforementioned point that defines the purpose of the interaction, you can identify the points of contact, contact, through which consumers can interact with your business every step of the way, from awareness, consideration, evaluation, decision-making or shopping, and finally after the buying experience. Screenshot through Hubspot.com Please note that there are several models of the buying process, so you can include additional steps in your model depending on the nature of your travel buyers and the typical steps you consider to be part of the process when displaying content and other marketing, sales and service initiatives. For example, the circular model developed by David Court, Dave Elsing, Susan Mulder and Ole Yargen Branch, described in an article published in McKinsey and Company, illustrates a circular buying process that includes four stages: the initial choice of active valuation/when you purchase this model includes a trigger that activates the loyalty cycle, as shown in the picture below McKinsey.com: What business purpose serves each point of contact? For example, you can rely on social media as a marketing channel that supports the awareness stage, but also use channels like Twitter and Facebook to support post-purchase customer service initiatives. One channel can facilitate multiple common ground serving different purposes at different stages of the buying process. Establish ownership of each point of contact. Make no mistake attributing ownership through the channel. It can be easy to give ownership to your social media channels for marketing, but it does not recognize the use of these channels in the post-purchase phase to support customers - that's why it's important to establish ownership at the touchpoint, identifying the department, team or person responsible for managing the experience at every point of contact. My data. There are various methods for getting feedback from employees and customers, as well as a plethora of data sources for additional data that can (and should) be considered when creating a customer experience map including: Surveys one-on-one interview logs and analytics from call centers of web analytics Buyer's persona blog comments product and service reviews (Amazon, Yelp etc) Reviews Social Media (comments, reviews, etc.) Forums Customer Communication Support (email, chat, etc.) No matter what methods of research and analysis of data you use, you want to gather enough information to set the target of each point of contact with your customers' point of view and quantify the effectiveness of each point of contact - and supplement these ideas with objective data whenever possible. Identify the purpose of each point of contact from the customer's point of view. In the eyes of your prospects and What impact does each touch point have? Point? does this strengthen your competitive advantage by informing consumers of the benefits of your products or services compared to those of your biggest competitors? Does it encourage cross-selling, sales or repeat purchases? Or perhaps it strengthens and strengthens customer loyalty. It's not enough to understand why your company is behind every point of contact; It is imperative that you also understand why from the point of view of your customers. A quantitative assessment of the effectiveness of each point of contact. What do your customers expect from your company at every point of contact, and you meet those expectations? Unmet needs can weaken your customer experience, so understanding exactly how your customers feel after each interaction is a valuable insight you don't want to miss. What's more, you should be curious about whether customer sentiment is consistent with your goals at every point of contact and in every context. If your goal is to make your customers feel urgent to make a purchase decision that they should invest immediately to solve their problem, for example, and your research shows that they are actually feeling as well laissez-faire, you have some work to do. To effectively collect all this data, it is necessary to attract representatives of all departments - even those who are not directly related to customers - to make sure that all prospects are presented and every conceivable angle is considered. After all, displaying customer experience is a holistic view, and every department and every person in your organization has an impact on customer experience, no matter how direct or indirect it is. Comparing the experience of the Information Gathering and the Research Phase is just the beginning of the experience mapping process. The next step is to organize and visualize ideas from the study phase. This usually means translating raw data into informative, easy-to-digest and action-making aesthetically. UX Lady identifies three key considerations at this stage: Layout. The two main layouts used to display customer experience are timelines and wheels. The timeline can be lined horizontally or vertically, with touch points located at the appropriate points. The location of the wheels is more feasible for displaying experiences that tend to cycle repeatedly, or those in which the interaction phases are more relevant. If you choose a timeline layout, you have another consideration to weigh before physically carding your data. Lenati points out that there are four ways to view your customer experience over time, from macro to micro-level: Customer service life: focuses on customer life, identifying steps on customer life when they are likely to have a need for brand products or services. This consumer-oriented view is usually measured in Customer brand lifecycle: Like the customer's lifespan, but with a greater emphasis on the relationship between the consumer and the brand, the customer brand lifecycle vision limits the focus on customer acquisition, engagement and loyalty. This view thus covers a shorter period of time. This view is often useful for visualizing a sales funnel or an interaction ladder. This is usually measured in years. Customer Travel: This view shows a series of collaborations between the brand and the customer experience. Examples include a patient visiting a hospital for a specific procedure or a traveler's experience with an airline or cruise line for a single trip; because this is limited to a standalone event or experience, the length of time is usually limited to hours or days. Customer Moment: This view has a laser focus on one interaction between the consumer and the brand, such as ordering on an e-commerce website or customer service interactions to handle a return in a retail store. So it's usually measured in minutes - sometimes seconds. Content and items. The customer service map may display different content elements, and there is no single set of items that apply across the board to each organization. Content and other elements may include: User needs or experience triggers (a problem your customers are trying to solve) Indicators of a customer's mental state at a given point of contact in a particular context (e.g. their attitude, attention, mood, or motivation) Customer emotions, thoughts, or reactions of Actions from the point of view of the consumer or system (or both) Touchpoints (or both) Touchpoints (including interaction points, pain points (or points of delight) Items pointing to a particular buyer persona or scenario Features or service barriers (performance indicators) Complexity. It is not always necessary to include every element on the experience card. For example, if your goal is to identify flaws in your system, you can highlight the elements associated with the system's actions and customer response. Creating multiple experience maps using the same layout allows you to layer maps, reducing or increasing the complexity of the information shown at the same time. As mentioned earlier, the simplest experience cards - those that focus on one user with one goal, which goes one way in one scenario (even if multiple options are possible) - are more representative of the customer's travel than the full customer experience. However, even customer service cards can vary greatly in complexity depending on your goals and focus. The more information the richer map of your experience, the harder the design will be by necessity. If you are looking to integrate items in the map, select simplified design elements (icons, arrows, etc.) that can data without adding unnecessary design complexity. Niall O'Connor offers a comprehensive approach to displaying customer experience in this article on Medium, using a sticky note strategy that can be highly effective for early iterations, allowing you to move items as needed to accurately visualize every single aspect of customer service. Others prefer to use digital design tools to map out an experience that still allows multiple iterations and flexibility. There is no single approach or method that trumps everyone else across the board; The customer service card is unique to your organization and should focus on making sure that you should be focused on meeting your specific goals rather than neatly inscribed in the cookie cutter template (although the templates can certainly be helpful). As long as your experience map reaches what you set out to achieve and contains the characteristics of a successful card, you have done it right. CX Mapping tools and templates there are some special CX display tools, but many marketers find different tools useful in the process of display. For example, you can use a combination of tools to collect and analyze data, graphic design, or planning to collect data and visualize information. Screenshot via Smaply Here are a few tools dedicated to the cause of travel mapping and CX mapping: Smaply - Create professional buyer personas, travel maps, and even maps of interested parties within minutes with this web tool software. UXpressia - Another web tool, UXpressia makes it easy to create persona and travel cards of customers. Employee Experience - Dedicated to CX visualization, Employee Experience facilitates the collection of valuable customer and employee feedback, as well as data visualization. CFN Insight is a useful tool for providing the best-in-class customer service, CFN Insight acts as a solution to the CX workflow. Canvanizer - You can match all kinds of things with Canvanizer, including customer experience. MindMeister - Mind mapping tools such as MindMeister are some of the most useful and flexible CX mapping tools. Check out this Medium tutorial to create a CX map template in MindMeister. This is certainly by no means a complete list, but gives you a bit of insight into the types of tools available to optimize the display process. As the CX mapping becomes famous, there is a good chance that you will see similar tools emerging to meet this need. There are also many templates that you can use, lean on, and customize to meet your needs. Although you shouldn't try to force data in an existing template, working with a template can be a good starting point if you've never mapped a customer experience before - and in some cases, it's possible that you'll find a template that fits your needs perfectly. However, most of the readily available Focus on the client's journey, not CX, but they can still be useful tools to start with: Design Thinkers Academy - Although it's a customer travel display template, it contains many useful fields that can be used to display the experience as well. Institute of Content Marketing - Again, this is a customer travel map template, but customer travel is part of the experience, so these types of templates can be useful for getting started with CX mapping as well. Tobi Johnson's Customer Journey Worksheet - Use this template to start collecting key data that can inform your CX card. XPlanner's Culture Map - Get an idea of your company's culture with this sheet. Empathy Card Pattern - This is a useful tool for collecting customer information. CX Partners - CX Partners offers several templates, tools, and sheets that can be used to facilitate information gathering and mapping. What makes a good customer service card? So, what characteristics should a successful card have, anyway? When developing a customer interaction map that takes into account all of the above elements and variables, it is well thought out, backed up by data and visually presented in a meaningful but simplistic way, the chances are good that your initiative will be successful. However, there are a few important questions you need to ask yourself before the project finale to determine its potential value in your organization: is it worth it on its own? A good customer service map should be easily distributed between the organization, different departments and stakeholders, and be relatively easy to understand without much explanation - ideally, no further explanation should be needed. Does it incite action? While it can be a great feeling to complete such a huge enterprise (displaying the customer experience is no joke!), it is not an end in itself, but a catalyst for further action that further advances the company's goals. Is it customer-focused? A good customer service card puts the customer at the center of the experience and focuses on needs, behavior and outcomes from the customer's perspective. Does it identify strengths and weaknesses? If you've mapped enough experience, the current flaws and opportunities should be clear. Does it eliminate silos? Customer experience does not exist in the bunker, but too many organizations view it as such. That's why displaying experience is such a valuable tool to create a more consistent brand experience across the organization. Your card should eliminate the bins, taking into account all possible interactions with your brand from start to finish. Remember that there is no single correct way to match CX. Your card should not (and should not) look like a map of another brand. To ensure that you have to work out the goals of your organization and pass the litmus test and you you For more resources and tutorials Visit the following resources and tutorials for more information on specific aspects of displaying customer experience, graphic design tips, CX insight, travel mapping, and more:

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