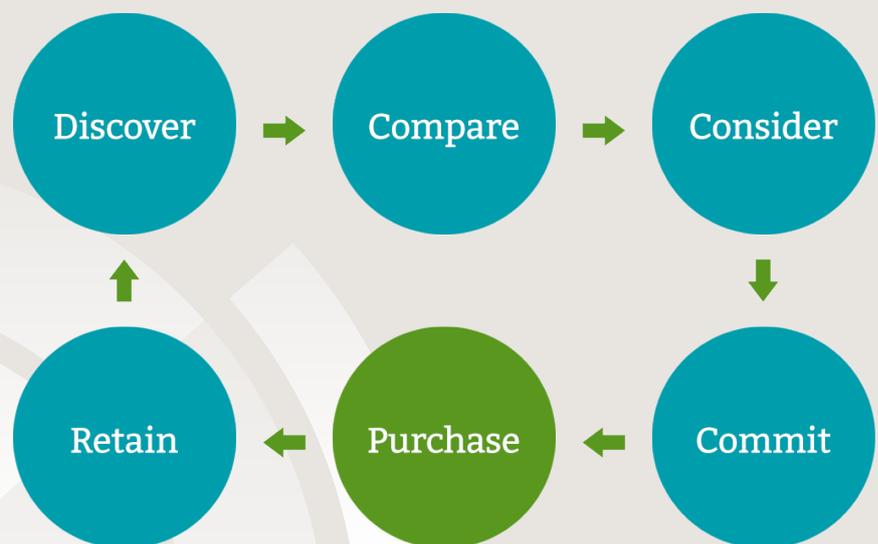


# Customer Journey Mapping

Deliver exceptional service at every touchpoint along the customer journey

By understanding the opportunities and frustrations at every customer touchpoint, you can align your teams to creating a seamless experience that drives loyalty and life time value.

## Mapping your way to success:



### CUSTOMER JOURNEY MAP COMPONENTS

A customer journey map tells the story of the customer's experience from first contact with your brand to potential end-of-life with your brand. Market Force Information® creates customer journey maps assessing various touchpoints across customer engagement channels. We identify customer expectations and frustrations at every touchpoint—and show the gaps in the overall cross-channel experience.

A powerful combination of qualitative and quantitative research methodologies help marketers and operators bridge potential silos to optimise the experience for your customers:

- Focus groups and/or customer interviews to gain qualitative information about perceptions and emotions. Use this information to understand key moments of truth and impact to customers—either positive or negative.

## Customer Journey Mapping: Deliver exceptional service at every touchpoint along the customer journey

## SOLUTION POINT OF VIEW

- Quantitative surveys customised to understand interactions across channels (e.g. online purchasing to in-store purchasing influence) and recent experiences

The customer journey map becomes a visualisation used to create employee training. What do customers experience? How can an employee impact that experience? What are the consequences to the location and the brand if things go wrong—and is every employee equipped to resolve those types of issues?

### CUSTOMER JOURNEY MAP PROCESS

Market Force uses a four step process to conduct customer journey mapping:

- Initial key stakeholder workshop
- Qualitative research
- Quantitative research
- Creation of visualisation and materials
- Stakeholder review of completed maps
- Training and webinars with targeted employees to communicate results and key findings

The customer journey map itself will influence your measurement systems, including the expectations you set for brand standards, how you measure the customer experience, and how you shape insights and analytics. It is a key component of building exceptionally well-run locations that create exceptional customer experiences.

We identify customer expectations and frustrations at every touchpoint—and show the gaps in the overall cross-channel experience.



## Our Solutions



Strategic Advisory Services



Technology



Measurement Channels



Analytics & Insights



Market Research

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INFORMATION®

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