

3 WAYS TO PUT THE *CUSTOMER* BACK INTO CUSTOMER JOURNEY MAPPING

Optimize Digital Experiences for Seamless Journeys

WELCOME!



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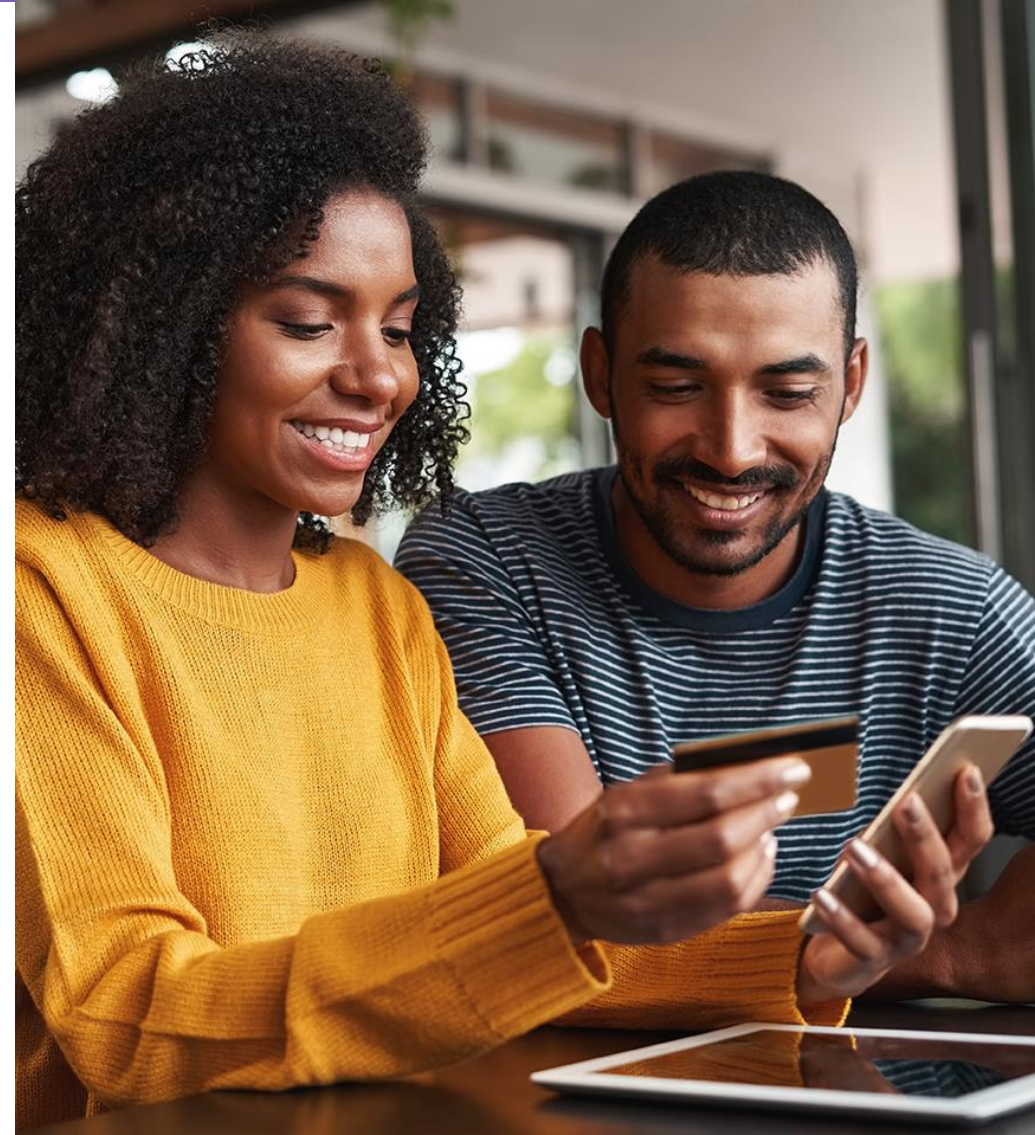
““ *The most important thing is to obsessively focus on the customer. It's our job to every day to make every important aspect of the customer experience a little bit better.*

- Jeff Bezos



WHAT IS CUSTOMER JOURNEY MAPPING?

- ✓ Framework for helping drive better customer insights and improve internal efficiencies
- ✓ A tool to better understand customers' needs, wants, and pain points
- ✓ Allows you to walk in the customers' shoes as they interact with your brand
- ✓ Analyze and understand the data behind the experience
- ✓ **Getting to know the "people" behind the demographics**





Prince Charles

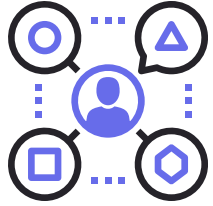
- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy & famous



Ozzy Osbourne

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy & famous

PUTTING CUSTOMERS FIRST IN THE BUYING JOURNEY



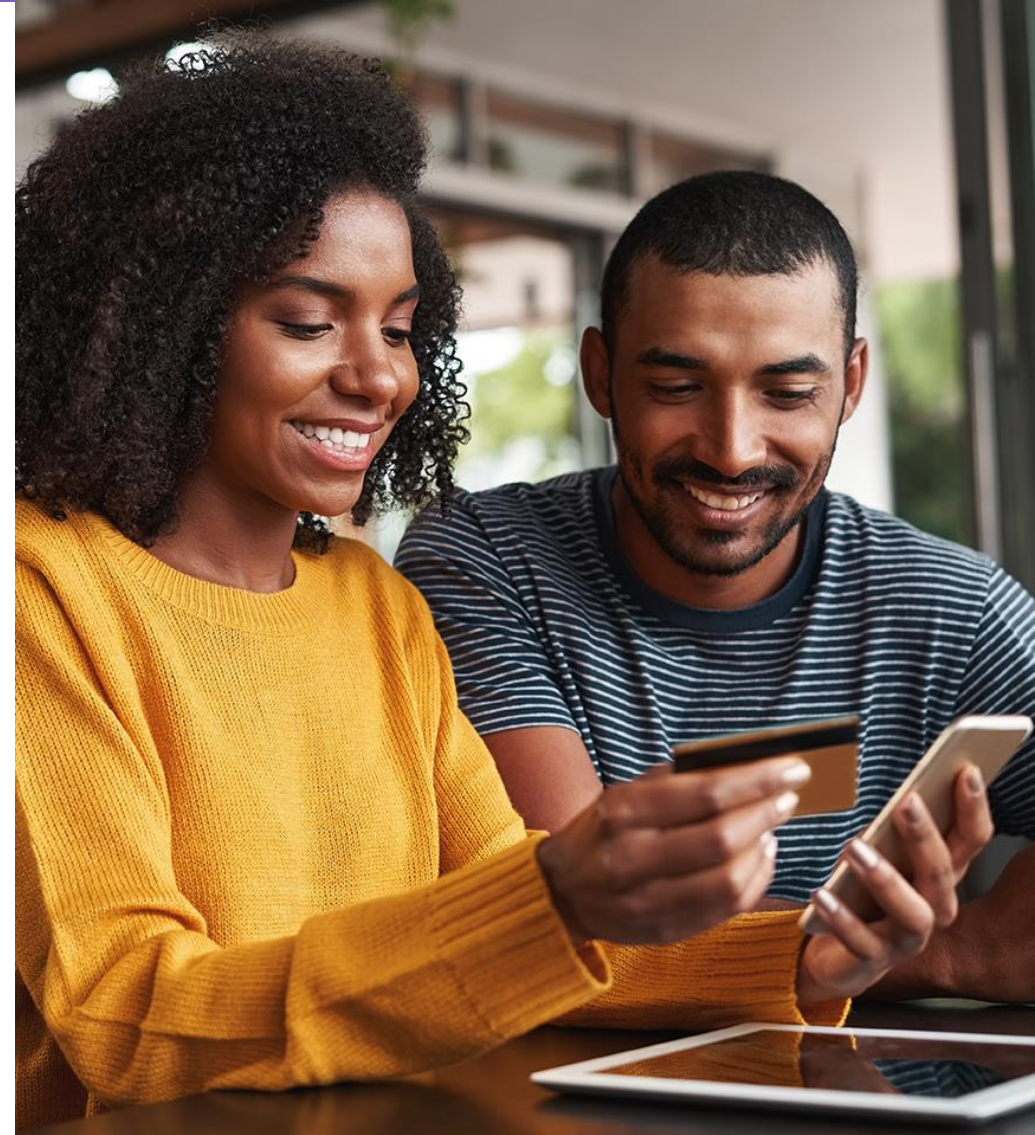
Personalization & Customer Journeys



Incorporating Journey Analytics



Creating Accessible & Inclusive Experiences





PRIORITY #1

“Relevant Experiences” and Customer Journeys

PRIORITIZING PERSONALIZATION IN 2023



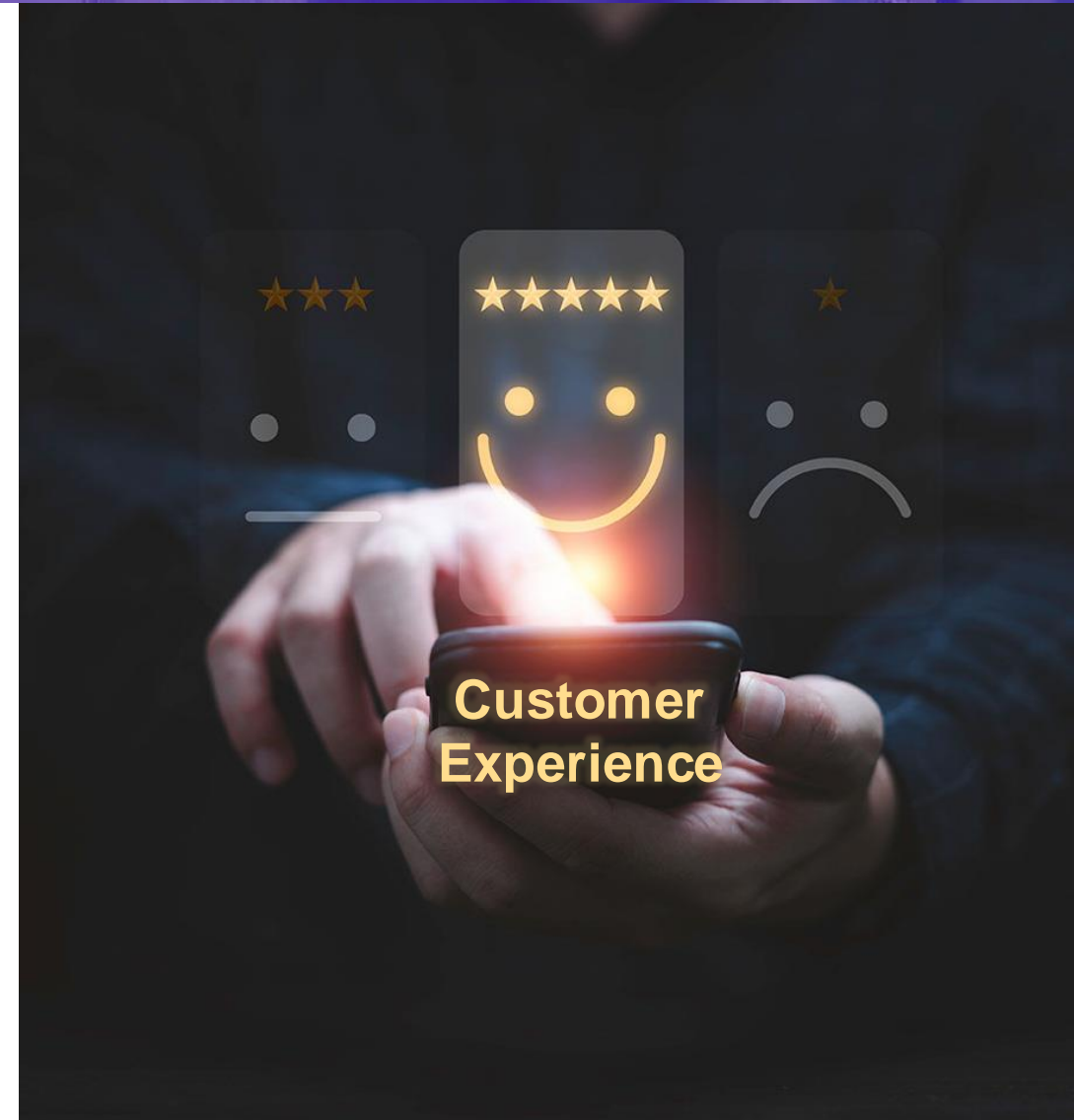
Experience-led companies have **1.6 times higher customer satisfaction rates** and **1.9 times higher average order value** - *Adobe*



94% of respondents stated that a positive customer service experience made them more likely to purchase again - *May 2022 Statista report*



60% of surveyed consumers said that brands that delivered **un-personalized** content would lose their loyalty - *May 2022 Statista report*



CREATING RELEVANT EXPERIENCES THAT MATTER

Empower your customers or users to build out “self-personalization”

Our basic psychological needs (**relatedness, mastery and autonomy**) apply to customer experience as well

Customized experience that customers expect extends across **ALL** touchpoints





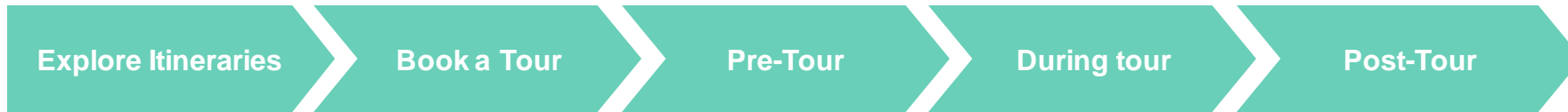
PRIORITY #2

Incorporating Journey Analytics to Understand Customer Behavior

JOURNEY ANALYTICS: CUSTOMER °360



JOURNEY ANALYTICS TOUCHPOINT MAPPING



Customer Experience

	Explore Itineraries	Book a Tour	Pre-Tour	During tour	Post-Tour
Touchpoints	<ul style="list-style-type: none"> Tour details Pre-sales support channel Tour booking page 	<ul style="list-style-type: none"> Tour booking page Company apps 	<ul style="list-style-type: none"> Tickets detail page Tour details page 	<ul style="list-style-type: none"> Tour guide 	<ul style="list-style-type: none"> Photo album
Thinking & Feeling	<ul style="list-style-type: none"> Lack sophisticated tour searching Brochure not printable Lack real-time support channel No way to compare tours 	<ul style="list-style-type: none"> Complicated booking process Unable to book via smart devices 	<ul style="list-style-type: none"> No direct way for printing tickets Lack recommendation that aids the preparation Lack traveling information (local) 	<ul style="list-style-type: none"> Unhappy due to being persuaded to buy expensive souvenir Unable to communicate with local people 	<ul style="list-style-type: none"> Delighted when receiving the album
Recommendations	<ul style="list-style-type: none"> Supporting advanced searching Support printer-friendly brochure Support more sharing options for tour detail pages Support WhatsApp Allow comparison of tours 	<ul style="list-style-type: none"> Simplify the page flow of booking Add hints to fields Support booking via apps 	<ul style="list-style-type: none"> Support direct print function for tickets Provide a planning checklist Shows how to travel to the airport 	<ul style="list-style-type: none"> Train the tour guide for better communication skills Ensure that the tour guide know the language to communicate with the local people 	<ul style="list-style-type: none"> Easy album sharing Account based album collection
Ideas for Improvement					



Data Collected



Data Leveraged



Data Source



PRIORITY #3

Creating Accessible & Inclusive Journeys

CREATING RELEVANT EXPERIENCES THAT MATTER

Do you have subset of customers that need more accessible experiences based on their needs?

Make sure your CX journeys have a more mature view of digital accessibility and inclusiveness than ever before


Audit your touchpoints in the customer journey to improve design & development







▶ How UserWay Works

Oversized Widget OFF


Contrast +


Highlight Links


Bigger Text



Text Spacing


Pause Animations

 Df
Dyslexia Friendly


Cursor


Tooltips


Line Height


Text Align

PUTTING YOUR CUSTOMER TOP OF MIND



See through the eyes of the customer – and not through the lens of the amazing features, marketing campaigns, knowledge base articles, or the sales pitches you create



Be inquisitive



Design with “quantified empathy” in mind



Don’t “set it and forget it”



How often should you revisit your customer journey map to ensure it's kept up to date?

- A** Whenever you get an influx of new customers
- B** Quarterly
- C** When your customer-facing services or products have new features or changes
- D** Whenever you get negative feedback

A night cityscape with digital data lines overlaid. The image shows a dense urban environment with numerous skyscrapers and buildings, illuminated by city lights. Overlaid on this scene are numerous vertical lines of varying heights and colors (blue, purple, pink, red) that extend from the ground level up to the top of the frame. These lines are connected by a network of horizontal and diagonal lines, creating a complex digital grid or network structure. The overall aesthetic is futuristic and technological, suggesting themes of data, communication, and global connectivity.

THANK YOU

An aerial night view of a city skyline, likely Dubai, with numerous skyscrapers illuminated. Overlaid on the image is a complex network of glowing lines in various colors (blue, purple, pink, red) that connect various points across the city, suggesting a digital or data network. The lines are most prominent in the foreground and middle ground, creating a sense of depth and connectivity. The sky is a deep blue, and the city lights create a vibrant, futuristic atmosphere.

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BLASTX

CONSULTING

BlastX Consulting helps brands drive deeper and more meaningful customer relationships using data-driven insights to optimize the digital experience. We help you maximize the value and impact of customer experiences across your digital landscape. Someone **will own the hearts and minds of your customers**. Make sure it's your brand.

THANK YOU

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