June 03, 2020

Collaborative Journey Mapping in a Digital World

CSPN Webinar Series

Prepared by:

CSPN

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Todays Agenda

Setting the Stage	05mins
Introduction	05mins
CJM 101	10mins
CJM Digitized	15mins
CJM Case-Study	20mins
Q & A	05mins

Shawn Ashley

Manager, CX Consulting

Lead CX Consulting Services at CSPN

- MBA, B.Comm, LSS Accredited
- 10+ Years Consulting Experience
- Various Industry & Domain Exposure
    - Global Brands to Agile Start-Ups

Specialization:

- CX Operational Excellence
- CX Strategic Design
- Digital Transformation
- Human-Centered Design
- Customer Journey Mapping

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What We Do?

CSPN partners with organizations in answering two strategic questions:

How do we create happy **customers**?

How do we create happy **employees**?

CONSULTING

TRAINING

COMMUNITY

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As a Trusted Advisor, we Partner with Clients to Improve their Customer & Employee Experiences….

We're Here to Help You Too!

HAVE QUESTIONS?

Sign Up for a 30-minute Consultation with a Seasoned CX Advisor to Get Expert Answers.

NO CHARGE!

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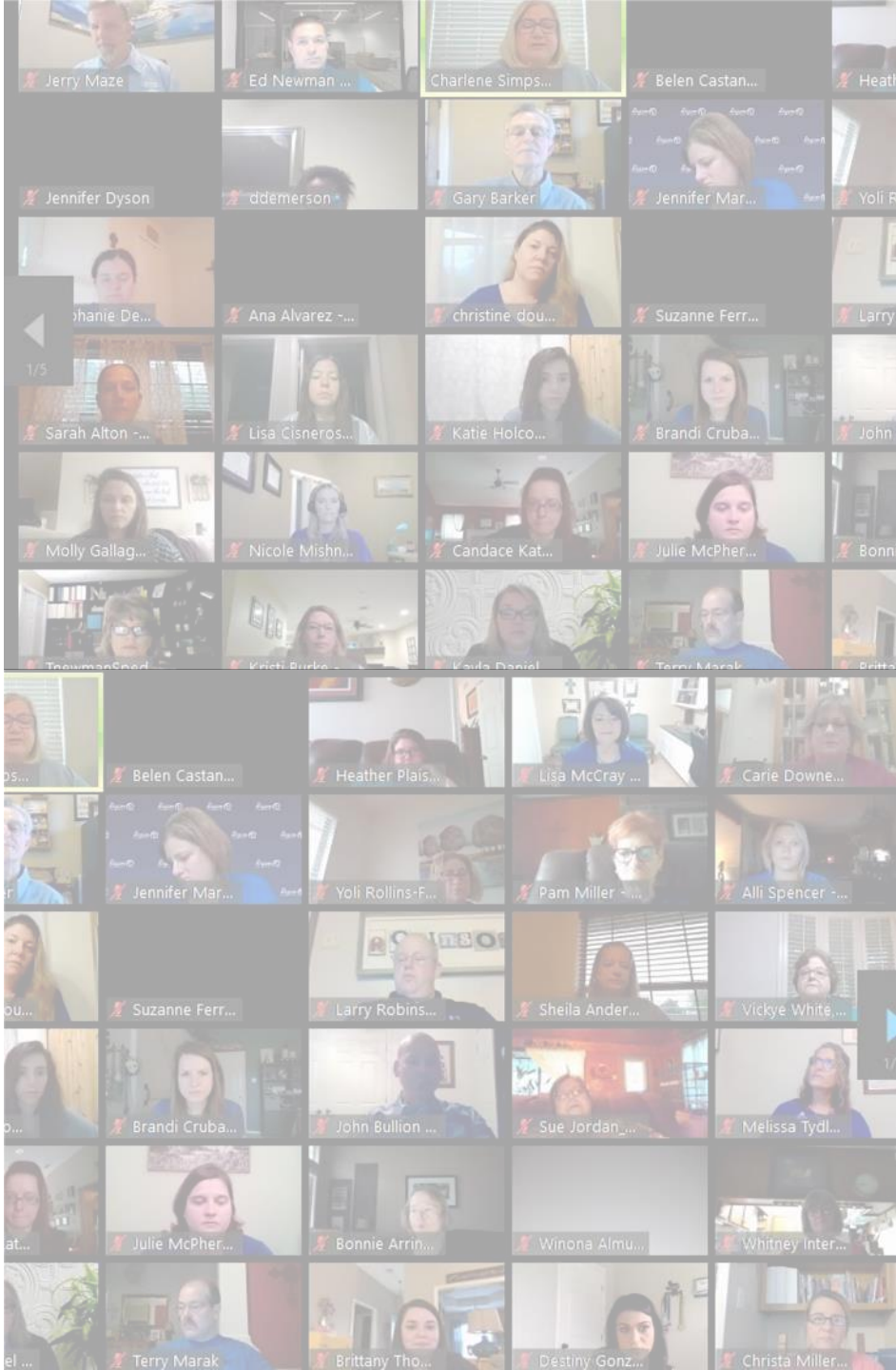
CJM

101


Jerry Maze
Ed Newman ...
Charlene Simps...
Belen Castan...
Jennifer Dyson
ddemerson
Gary Barker
Jennifer Mar...
Ana Alvarez -...
christine dou...
Suzanne Ferr...
Sarah Alton -...
Lisa Cisneros...
Katie Holco...
Brandi Cruba...
Molly Gallag...
Nicole Mishn...
Candace Kat...
Julie McPher...
Belen Castan...
Heather Plais...
Lisa McCray ...
Carie Downe...
Jennifer Mar...
Yoli Rollins-F...
Pam Miller -...
Alli Spencer -...
Suzanne Ferr...
Larry Robins...
Sheila Ander...
Vickye White...
Brandi Cruba...
John Bullion ...
Sue Jordan_...
Melissa Tydl...
Julie McPher...
Bonnie Arrin...
Winona Almu...
Whitney Inter...
Terry Marak
Brittany Tho...
Destiny Gonz...
Christa Miller...

~~C~~JM

What is ~~Customer~~ Journey Mapping?

An "experience" driven methodology used to understand customers – through diagrams, a Journey Map illustrates the steps customer(s) go through when engaging with a company to achieve a goal, whether it be a product, online, retail, or service relationship… or any combination.

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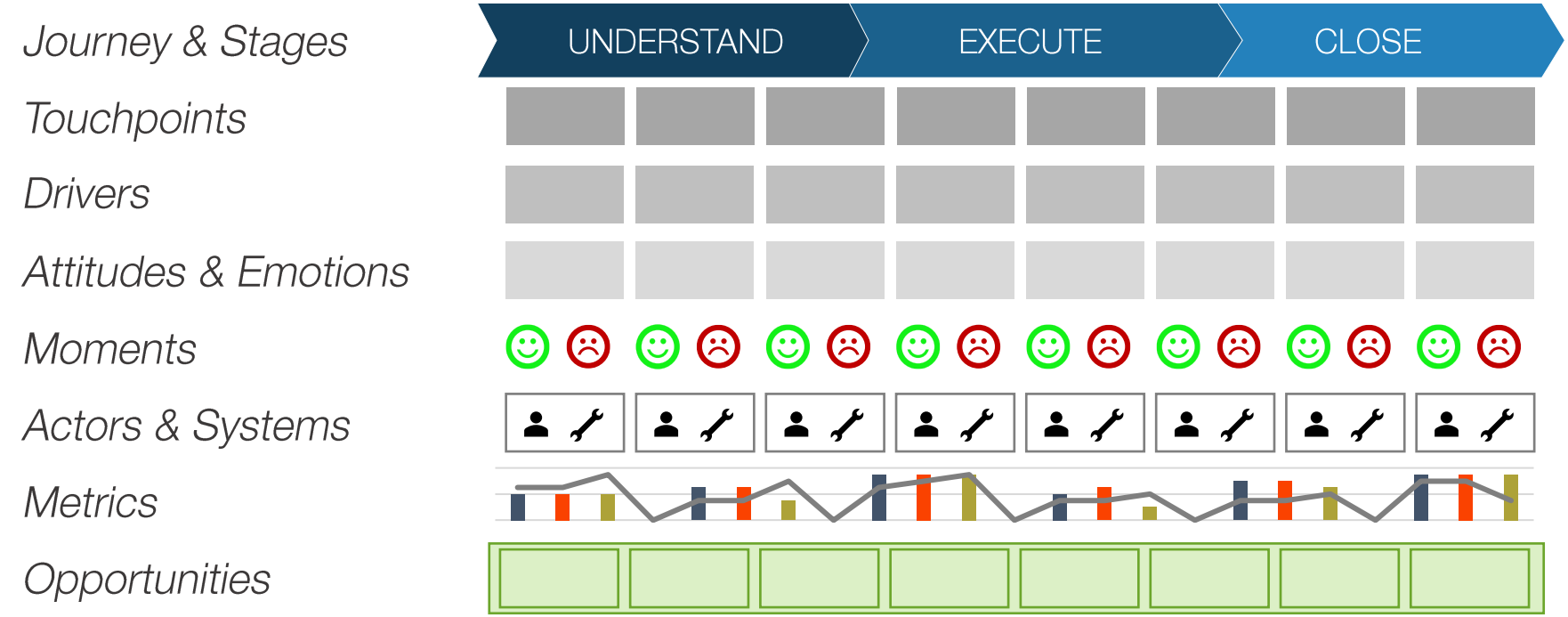
Map Content

- Mapping Workshops
- Focus Groups
- Groupwork Sessions



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Building an Effective Journey Map

What are the Purpose & Goals?

Who should be involved in activities?

How will the maps be used?

How does the map align to organizational strategy?

Who's Going Through the Journey?

JOURNEY MAP

WHAT ARE CUSTOMERS TRYING TO ACHIEVE?

Where does the journey fit?

Where can we get quality insights?

How is the customer group unique?

WHAT LEVEL OF DETAIL DO WE NEED TO UNCOVER?

What information do we need?

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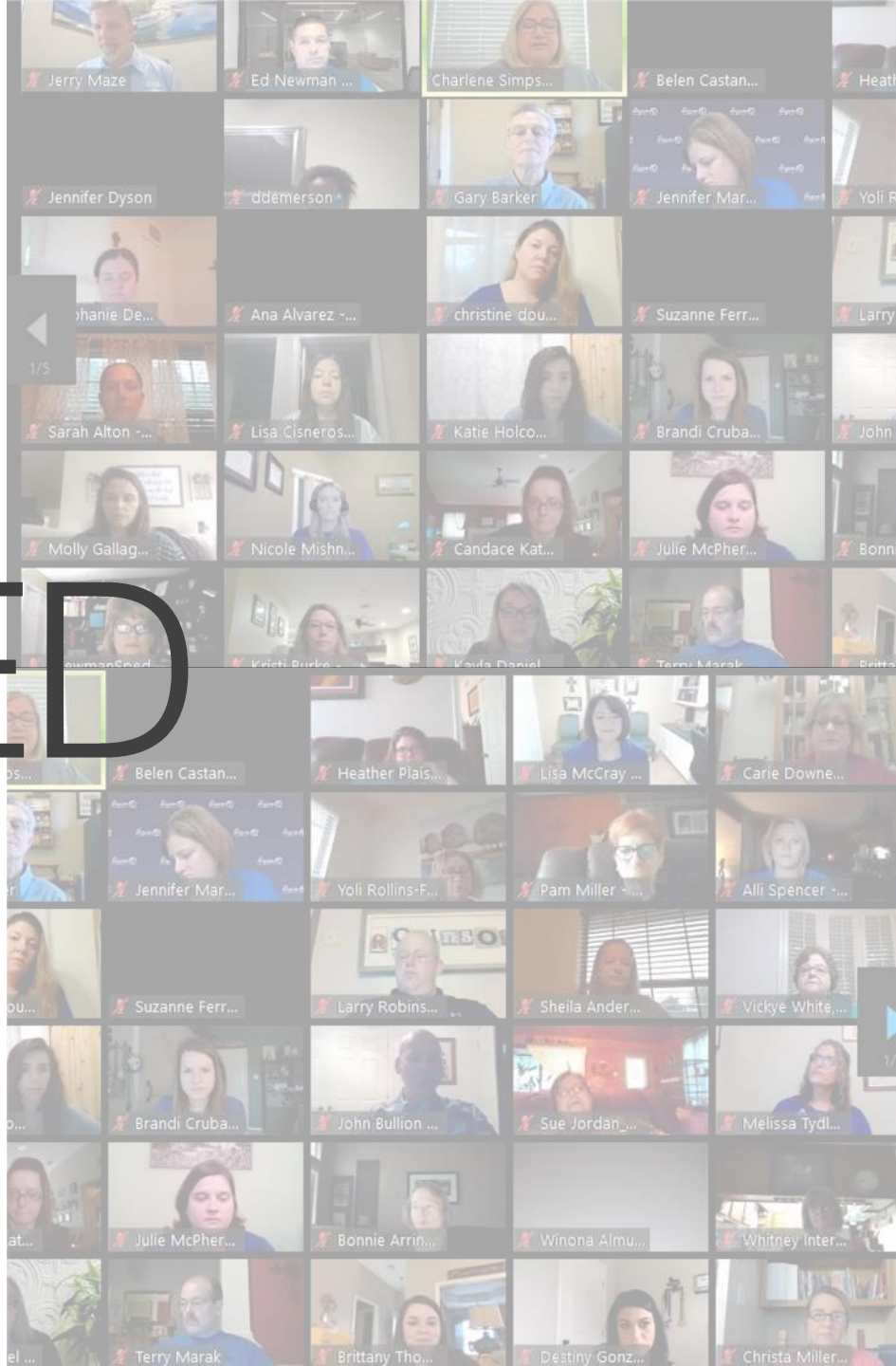
DIGITIZED



Putting Together a Digital CJM Toolkit

Gather	Build	Share
✓ Existing Information ✓ Interviews ✓ Survey / Questionnaire ✓ Focus Group ✓ Journaling ✓ Insights Community	✓ “Offline” Session ✓ CJM Workshop ✓ Feedback	✓ Validation Session ✓ Socialization ✓ Accessibility ✓ “Evergreen” Updates

Microsoft 365 · UXPRESSIA · Trello · Lucidchart · recollective · Visual Paradigm · MURAL · smaply

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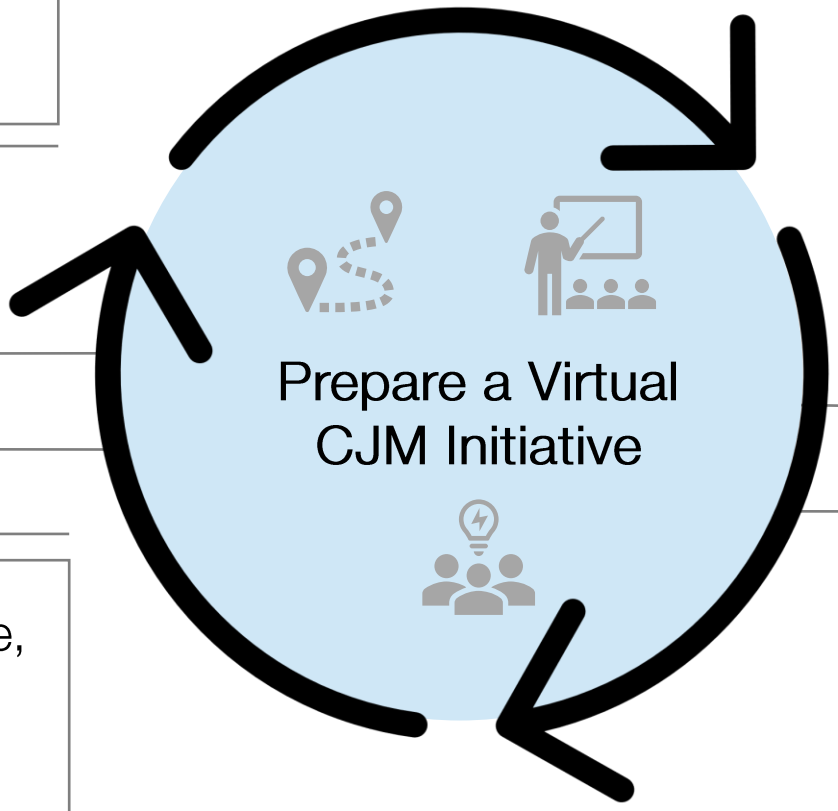
Setting Internal Teams Up for Success

Choose Members Carefully

Pre-Fill As Much As Possible



Practice, Practice, Practice….. Practice

Double-Confirm

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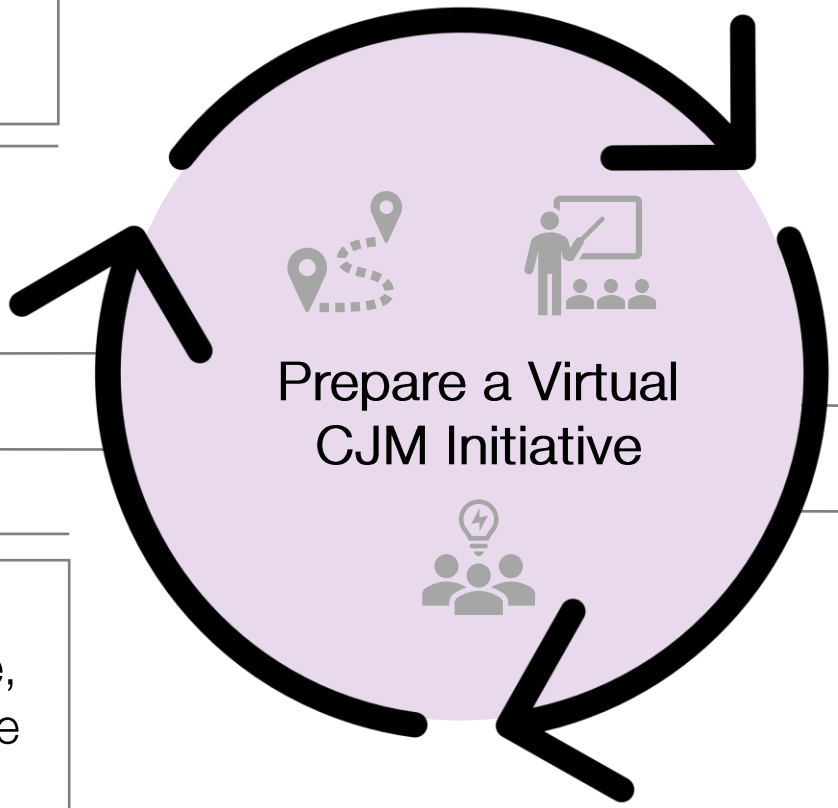
Setting External Stakeholders Up for Success

Choose Participants Carefully

Pre-Inform As Much As Possible



Enable Practice, Practice, Practice

Double-Confirm

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CASE-STUDY

Facilitating an Effective Session

Set the Stage

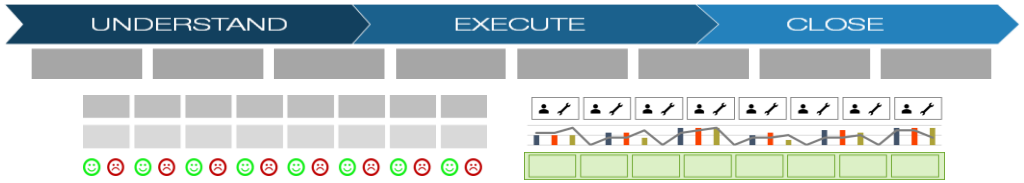
Agenda

Icebreaker

Logistics

Introductions

Break-Apart the Journey



Lead Passively

Give Instructions

Ask Questions

Voluntell

Assign "Work"

Probe for More

Document Everything

Share & Validate

Confirm to Move-On

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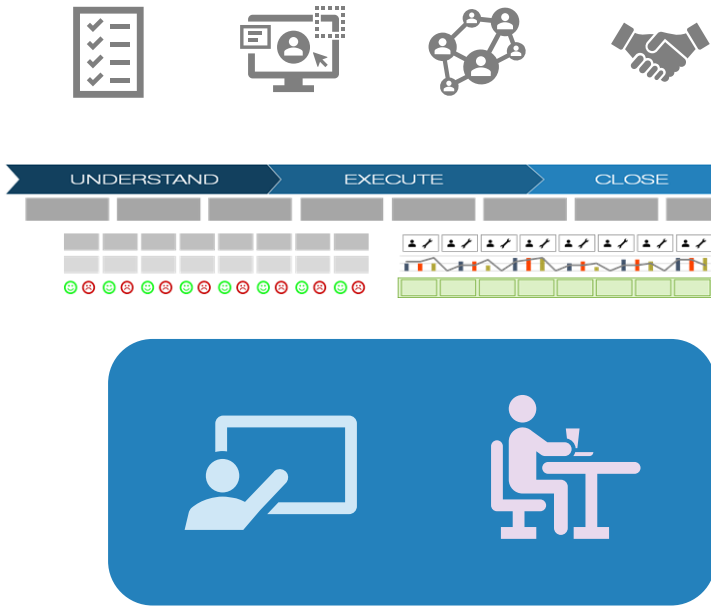
Engagement In-Action



Q&A Discussion

Quick-Poll

Whiteboard

Annotate

Breakout Activity

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Continuing the Virtual Discussion

Microsoft 365

Trello

smaply

Lucidchart

recollective

MURAL

UXPRESSIA

Visual Paradigm

Expectations

Contact Information

Session Summary

Accessibility

Formal Follow-Up

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