

CUSTOMER JOURNEY: FIVE MILESTONES ON THE PATH TO BUSINESS GROWTH

When they choose to do business with your company, your customers begin a journey. You hope they will follow a path to a lasting relationship – and profit for your company – but unless you plan it carefully, you can't be sure the customer journey leads to your desired destination.

FORTUNATELY, GOOD PLANNING CAN HELP

Use these milestones to evaluate how your customers experience their journey with your organization and build a process for acting on what you learn.

1 UNDERSTAND THE JOURNEY

Your business is unique, and so is your customer's journey. Define the stages of the journey to reflect the path your customers take, not the internal structure of your company. Most organizations can start with something like this.

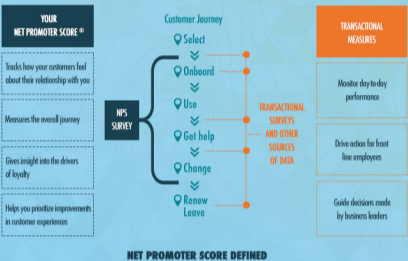


Along the journey are many touch points. When thinking about how to monitor and improve them, you'll need to consider:

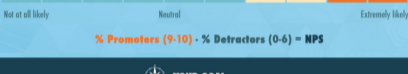
<p>What channels do your customers use to interact with you?</p> <p>Call center Mobile Online Retail/Branch Third Party Partners</p>	<p>How does each department impact that part of the journey?</p> <p>Marketing Sales Service</p>	<p>What are your customers trying to accomplish?</p> <p>Install or start using Get help Change service Purchase</p>
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2 CONNECT YOUR LISTENING STRATEGY

Next, link your listening strategy to the customer journey touch points you've identified. Gather data that helps you evaluate the way your customers experience each touch point.



NET PROMOTER SCORE DEFINED



% Promoters (9-10) - % Detractors (0-6) = NPS

YOUR GOAL

Improve your Net Promoter Score by decreasing the number of Detractors and increasing the number of Promoters.

3 TAILOR REPORTING TO DRIVE ACTION

Data is only valuable if you put it in the hands of your employees frequently, and in a format that inspires them to act.



<p>FRONTLINE IMPROVE RETENTION AND UPSSELL</p> <p>Closed loop workflow Individual feedback Positive comment streaming</p>	<p>MANAGEMENT IMPROVE EXPERIENCES</p> <p>Identify loyalty drivers Coach staff Improve performance</p>	<p>EXECUTIVES PRIORITIZE INVESTMENT</p> <p>Monitor trends Financial impact Benchmark</p>
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4 DEFINE YOUR CLOSED LOOP STRATEGIES

Remember, your goal is to increase Promoters and decrease Detractors. One critical method: following up on customer feedback. Your closed loop processes guide the workflow.

IF YOUR GOAL IS...	FOCUS ON...	NEXT, TO DESIGN YOUR PROCESSES, ASK YOURSELF:
Service Recovery	Immediate Follow-Up	
Root Cause Identification	Timely Follow-Up	
Develop Relationships	Ongoing Dialog	

Each level of the business has a role to play in closed loop planning, execution, and communication.

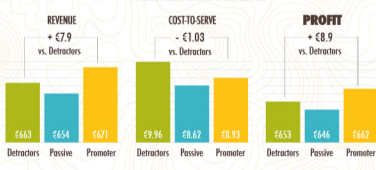
ENTERPRISE ACTION FRAMEWORK



5 BENEFIT FROM YOUR WORK

Your customer feedback guides your experience improvements and investments to drive profitable growth.

PROMOTERS ARE WORTH MORE



20M subscribers X 2% more Promoters = 3.6M increased profits

This example from a communication company illustrates that Promoters buy more, cost less to serve, and ultimately deliver profitable growth.

IMPROVE YOUR CUSTOMER EXPERIENCE AT EACH STAGE OF THE CUSTOMER JOURNEY, AND SEE THE BENEFITS IN YOUR BOTTOM LINE. LET US HELP YOU ON YOUR JOURNEY TO SUCCESS.