

Customer Experience

High-Level Journey Maps & Five Steps to YES



Bonus companion workshop
templates to the book
Happy R.A.V.I.N.G. Customers!
by Carol Buehrens



About the book...

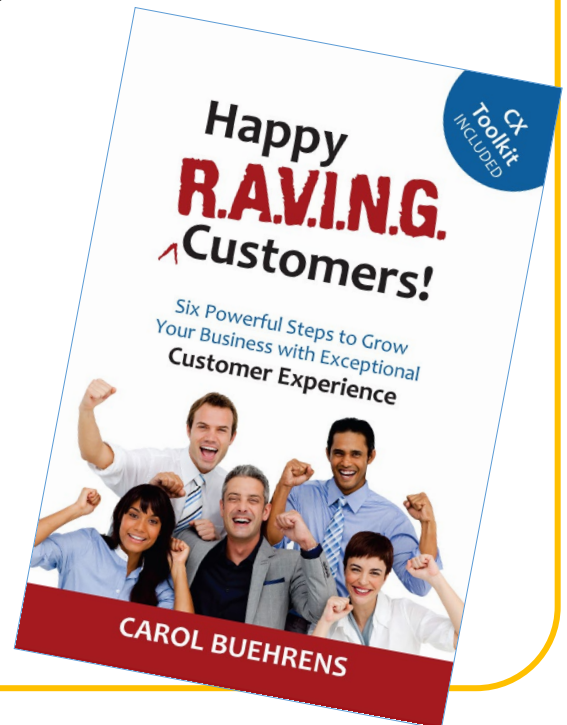
“*‘Happy R.A.V.I.N.G. Customers!’ is a hands-on, user friendly book about delighting your customers. It provides a simple process for anyone to get started with this important work, with great real time examples, tools, templates, and checklists ...* [\[Read more\]](#)”

– Karyn Furstman, VP Agent & Customer Experience
Safeco Insurance

“*Happy R.A.V.I.N.G. Customers!*” by Carol Buehrens (MCH Press, 2014), is packed full of strategic, tactical, and practical inspiration.

Follow the steps provided by Buehrens to focus your strategy, goals, and employee culture on what counts, your customers. Help move your organization from being process-driven to customer-driven by following the ideas and techniques in *Happy R.A.V.I.N.G. Customers!*

- Buy it now on Amazon amzn.com/099102740X.
- **SAVE 10%!** RavingCX blog readers, go to createspace.com/4628573, and enter discount code: **CG83XLJ6**



Learn more at happyravingcustomers.com.

Carol is available for speaking engagements, workshops and book signings. Contact Carol directly at cbuehrens@ravingcx.com and read her blog: ravingcx.com

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 @carolbuehrens @ravingcx #happyravingcustomers

Customer Experience

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Get the Votes at the Top

If you're like most of us, before you can start work to innovate your customer's experiences, you need buy-in for your initiatives. Since customer experience is part of business strategy, many of your innovation projects will impact the way your company conducts business. This means you'll not only need buy-in; you'll need the *executive votes* to proceed. The good news is that High-Level Journey Maps can be the tool you need to help communicate and get those approvals!

High-Level Journey Maps = Clear Communications

Your customers interact with your organization via a variety of different channels, including websites, event sites, microsites, landing pages, emails, applications, intranets, extranets, portals, blogs, marketing campaigns, online references, print materials, press releases, automated replies, customer support messages, videos, webinars, social media, storefronts, face-to-face, automated voice response systems, mobile apps, and more. All of these interactions, and most importantly the relationships between these interactions, can be very hard to understand at a strategic level.

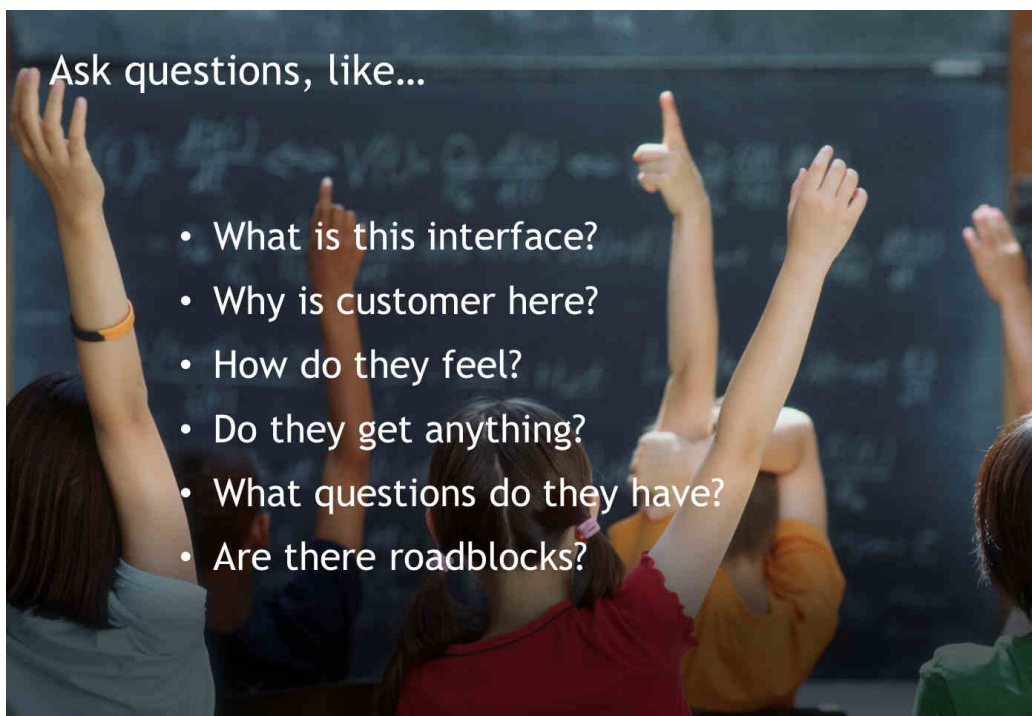
Creating high-level maps allow you to break through the clutter and confusion by graphically representing each interaction in relation to the next. These maps quickly help to expose gaps in your services, customer stumbling points and total roadblocks. With their simplified style, they become the perfect communication device to get your projects started.

Five Steps to YES

Here are five suggested steps to help you get the YES votes!

1. Start by involving stakeholders.

Get the owners of the touchpoints involved at the beginning. They'll provide an opinion as to what they think is happening with customers. This may sound counterintuitive; after all, this journey is from your customer's point of view, right? However, talking to your stakeholders gives you several advantages. You're involving them at the start, recognizing them for their knowledge and power, and giving them ownership of the final improvements. This will lead to their participation, support and approvals later on.



2. Ask your front-facing staff.

These folks have direct interface with your customers and include employees from your call center, sales teams, training department, support line, etc. They often know the real scoop on customer's pain points, such as confusing messages and service

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failures. They can also provide insight into the good things that customers love. All of this is priceless information!

3. Use customer data.

Collect any customer data available, such as analytics, survey information, helpdesk calls, etc. Review for addition to your map. Don't forget to include conversations from social media.



4. Create your High-Level Journey Map.

Use the attached templates (see [High-Level Journey Map](#)). Show the various touchpoints that you've identified so far. Use the included [emoticon and icons](#) to note what your customer's emotional state as they progress through this journey, interactions that are critical to your customer's success, and where issues and roadblocks exists. Identify any quick fixes – these are great to point out as immediate opportunities. Lastly don't forget to label touchpoints customers love – you'll want to capitalize on this “star quality”.

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Note: High-Level Journey Maps can be employed later, when you've learn more from your customers – they can be used to show the difference between employee's perceptions and the actual customer experience. Then, use the map again to illustrate your new, redesigned and innovative journey!

5. Meet with your executive team.

Partner with your stakeholders to present your High-Level Journey Map. Explain what you've discovered, your motivation and concepts to improve the journey. Highlight customer's emotional peaks and critical points. Focus on how quick hits can help customers right away, the qualities that customers love, and your long-term strategy for innovation.



Tie improvements to cost savings whenever possible. If you suspect an improvement may streamline a process, show them how much the inefficiency is costing them now. For impact to customer retention, illustrate the cost of customer acquisition and what each lost customer means to the organization. Moreover, be sure everyone understands the consequences to your brand and what an improved, innovated, differentiated journey would mean to your business!

Next steps

Once you have your project approved, you can continue your investigation:

- Dig deeper into each touchpoint.
- Ask customers, and find out what they are really experiencing.
- Host journey workshops to innovate and add the WOW factor!

The templates

On the following pages, you'll find a few items used in the Customer Experience Journey Mapping Workshop*, including the High-Level Journey Map templates, emoticons and icons, that you can use to capture your own customers journeys. Once you do this, you can begin to look for opportunities to improve, delight and surprise your customers!

I hope these templates give you a jumpstart on your road to success!

*[*Learn how you can request this workshop for your company.](#)*

High-Level Journey Map

Journey Name: _____

1.

Details

2.

Details

3.

Details

4.

Details

5.

Details

6.

Details

7.

Details

8.

Details

9.

Details

10.

Details

High-Level CX Journey Map

Journey Name: _____

11.

Details

20.

Details

12.

Details

13.

Details

14.

Details

15.

Details

16.

Details

17.

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18.

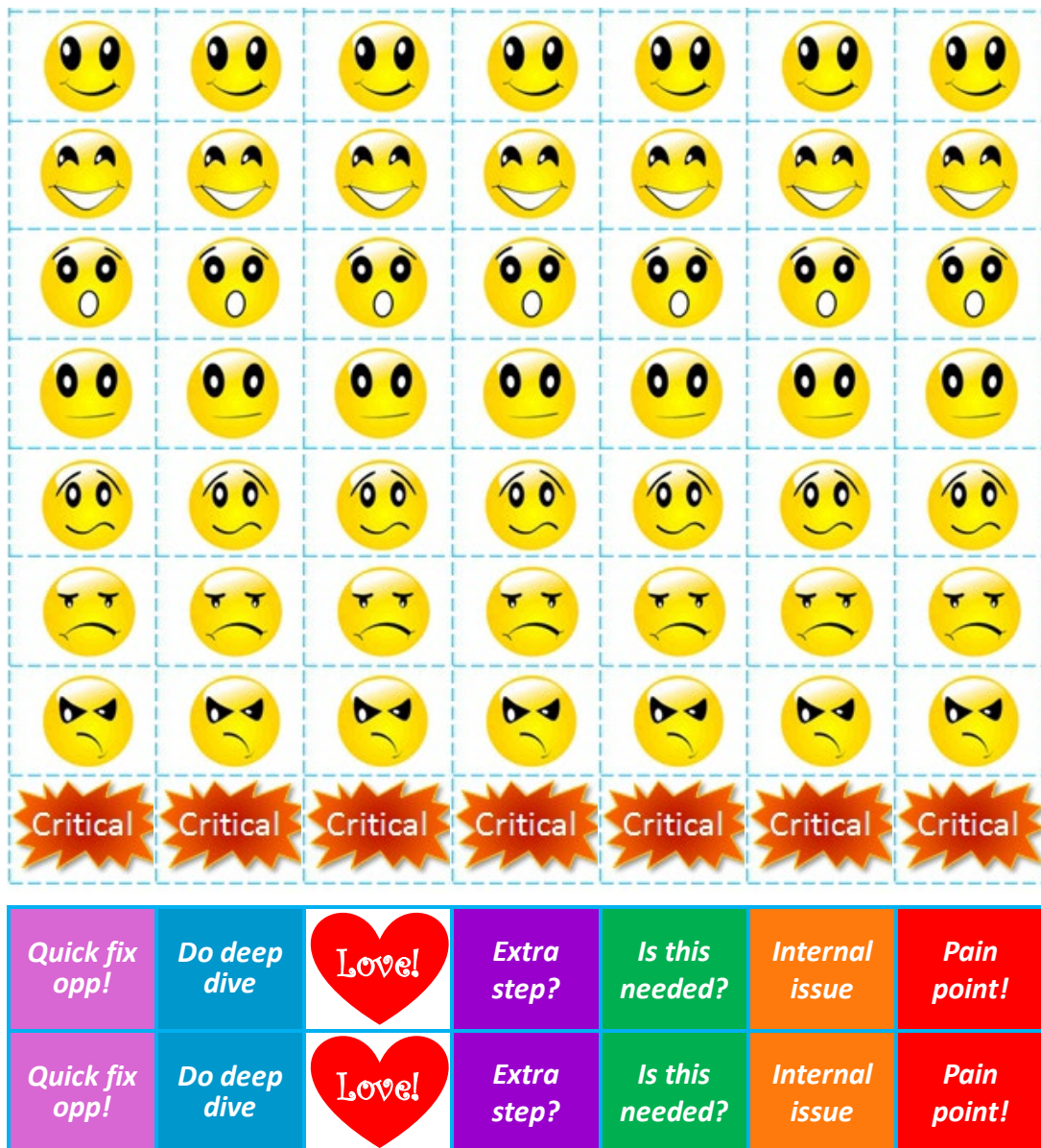
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19.

Details

Emoticons & Icons

Add emoticons to your customer touchpoints to convey your customer's emotions. Add critical icons and other notes to touchpoints that need improvements or are "keepers"!



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Thank you! I hope you find this resource helpful. As a way to say “thanks” to my friends and followers, we’ve set up a discount code for the book, below. Enjoy!

- Carol Buehrens

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To request this workshop for your company

Contact Carol directly at cbuehrens@ravingcx.com. Customer Experience Workshops can be customized for your company, and include:

- What's Your Plan? Customer Experience Strategy, Goals and Objectives
- Customer Experience Journey Mapping – Your Road to Success
- Who's Your Customer? Developing Customer Experience Personas
- Wave Your Magic Wand – Innovate Your Customer's Experience
- Customer Advocacy at Your Company

Buying multiple books for your company?

Happy R.A.V.I.N.G. Customers! can be ordered in bulk quantities for distribution to your employees, when used in corporate development, training sessions, and during Author presentations. Contact [MCH PRESS](https://www.mchpress.com) and request *Bulk Buying Information for Happy R.A.V.I.N.G. Customers!* or contact Carol directly at cbuehrens@ravingcx.com

For additional information, see the book site, happyravingcustomers.com