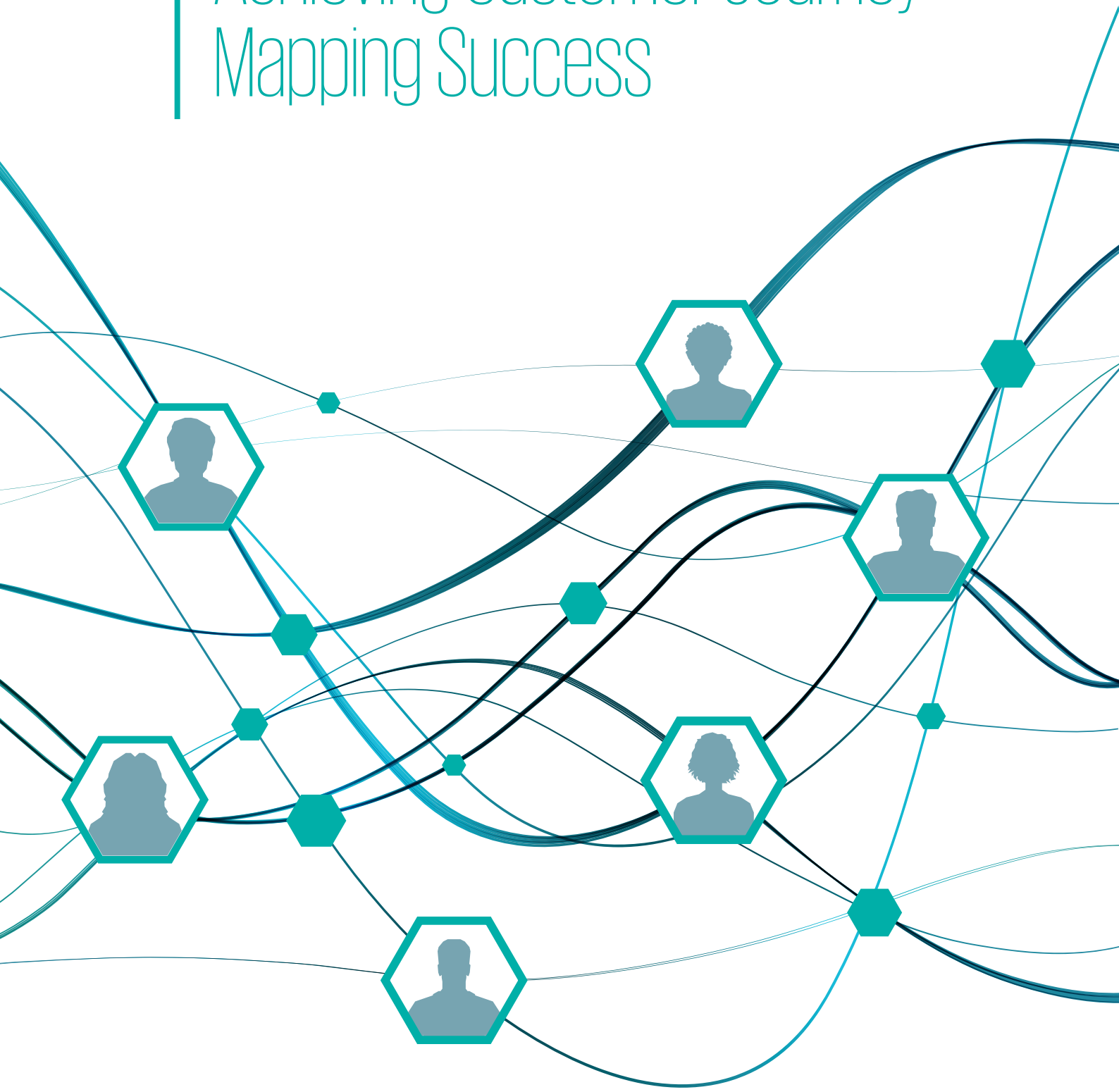


Achieving Customer Journey Mapping Success



The practice of customer journey mapping has become more widely acknowledged as a critical customer experience tool in recent years, as recognition grows of its ability to help organisations differentiate and stand out from the competition when used successfully. The best performing brands put customer journey mapping at the core of their customer experience strategies, enabling them to tailor their businesses around the customer, as opposed to 'fitting' their customers around the business.

For the most successful organisations, customer journey mapping is not a one-off process but an iterative cycle without end. These organisations recognise that journey maps are essentially work-in-progress documents that are never 'finished', but are continually refined to lead the process of change, acknowledging the evolving needs of customers at each touchpoint of the end-to-end journey.

In this customer journey mapping white paper we will discuss:

The Key Principles of Customer Journey Mapping



Common Pitfalls of Customer Journey Mapping - and How to Avoid Them



How KPMG Nunwood Can Help

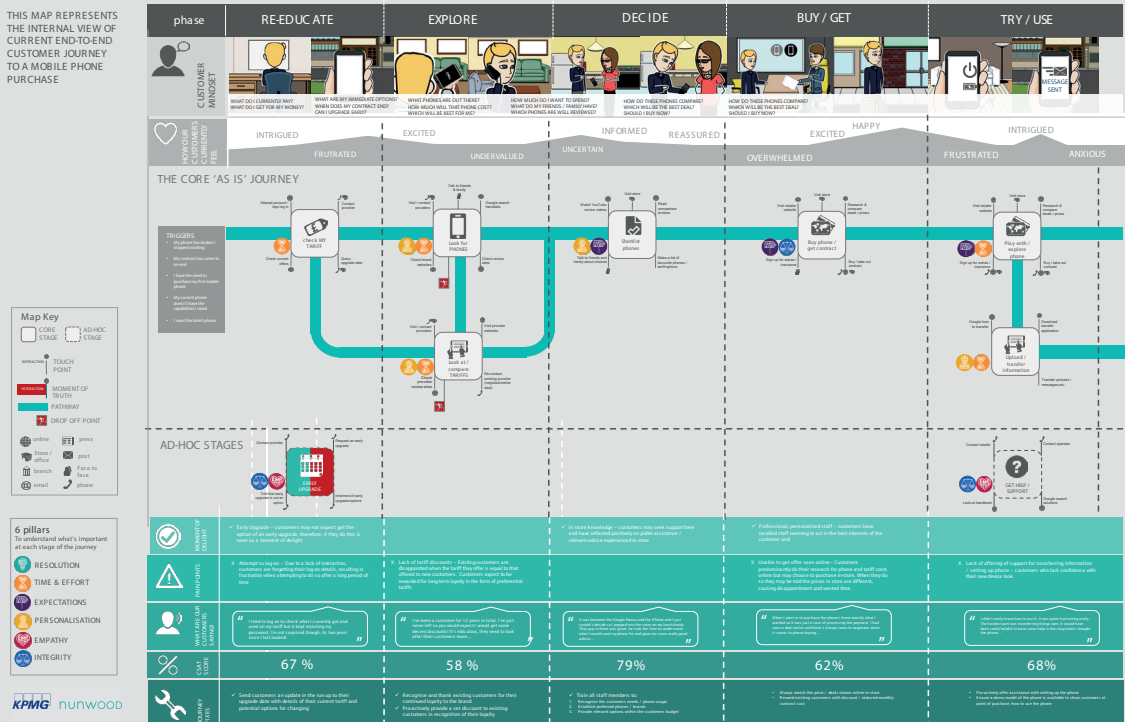


The Key Principles of Customer Journey Mapping

Based on far-reaching customer experience research and design work across numerous industries, KPMG Nunwood has identified five key principles to making customer journey mapping a success:

- Customer journey mapping must be aligned to and be a central part of a business' overall customer experience strategy.
- It is essential to have only one definition of customer journey mapping and how it is applied across an organisation.
- The best customer journey maps bring together the internal view with the customer view, to define the single truth of the current or 'to be' customer journey.
- A successful customer journey map will become the key framework through which customer experience is continuously measured and managed throughout the business.
- As a result, it forms the basis of ongoing customer focused improvements and business transformation.

EXAMPLE OF A MOBILE PHONE CUSTOMER JOURNEY



Common Pitfalls of Customer Journey Mapping - and How to Avoid Them

Not adhering to these key principles of customer journey mapping gives rise to a number of challenges for a business. As such, there are 3 crucial elements businesses need to get right to ensure success.



Cross-Business Engagement

One of the most common pitfalls is for businesses without a single customer journey framework to have a tendency for different functions to develop journeys in isolation. For example, ending up with multiple views of the customer journey, gaps in understanding and ownership, duplications in terms of effort and spend, and, as a result, often inadvertently creating an inconsistent and sub-optimal customer experience. The importance of cross-business engagement cannot be underestimated in driving the successful implementation of customer journey mapping.



Customer Centricity

Businesses risk delivering an experience that does not fundamentally deliver against customer needs if they fail to start with the customer's perspective. From designing a product or experience, through to how they communicate and deliver the experience, it's vital that it is grounded in genuine customer needs.

There is also a danger in making assumptions about what your customers' needs look like. Internal assumptions and perceptions may not be the full picture. We've found, when validating existing journeys with customers, the reality is that journeys can be more or less complex than originally perceived, moments of truth are often different to those envisaged, and ultimately, may not be grounded in the customers' language. As such, customer validation is essential in journey mapping.



Looking at the End-To-End Journey

Lastly, comes the importance of the complete end-to-end journey. Looking at the end-to-end journey allows everyone across the organisation to understand the role each channel plays and the different routes customers can take to achieve their desired outcome.

Also, by only focusing on individual stages / touchpoints it can often make it difficult to establish the root cause of pain points for the customer. For instance, if expectations are better set at the start of a customers' experience, and then continually managed along the way, we may be able to easily eliminate a pain point that is caused later in the customer's journey, which would be unlikely to be uncovered if the end-to-end experience wasn't considered.

How KPMG Nunwood Can Help

KPMG Nunwood's experience design and customer journey mapping practice specialises in the creation of world class customer experiences. With services designed to support clients at every step of their journey, each element is grounded in a deep understanding of what excellence looks like from a customer perspective by:

Showcasing the value that customer journey mapping can bring to your business in delivering a superior customer experience.

Equipping the business to drive change on the back of customer journey mapping projects – linking to required action, assigning roles and responsibilities and ensuring ownership. Training courses, support materials and toolkits ensure our customers become independently able to drive continuous improvement.

Providing the tools and skills you will need to successfully execute a single framework and implement customer journey mapping within your business.

Facilitating the customer view – a key part of KPMG Nunwood's offering is focused around primary customer insight and [The Six Pillars™ of customer experience excellence](#).

Embedding a single framework for customer journey mapping that allows you to better understand and deliver against your customers' needs.

Bringing the customer experience to life through outputs that will engage all levels of a business and clearly highlight calls to action and areas of opportunity.

For further information or to request a meeting, please contact:

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