Exposing Customer Journeys

Improving empathy and customer-centric culture through sharing and connecting the dots

Jeremy Abbott, User Experience Manager

TEXASNIC

1. **What**

2. **Why**

3. **How**

4. **Iterate**

Customer journey maps **illustrate the steps** someone takes while using your products and services

1. What

1 Discovery	2 Education	3 Selection	4 Ownership
• Friends	• Research	• Evaluate	• Onboarding
• News	• Reviews	• Acquire	• Mastery
• Social media	• Demos		• Support
• TV & radio			

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A. **Identify** opportunities to reduce friction and improve customer experience

B. **Create** empathy and participation across the organization

C. **Prioritize** and highlight where to focus and use resources

D. **Improve** customer satisfaction and success rates

A. **Begin** with assumptions, brain storming, caffeine, and post-it notes

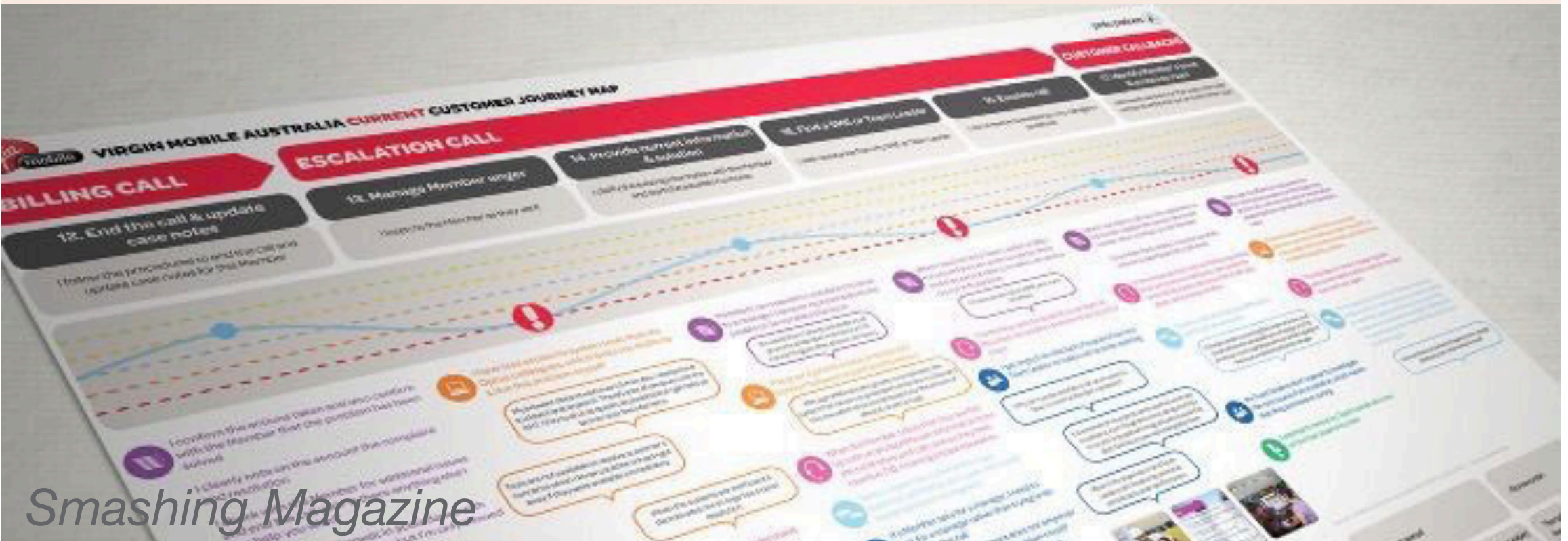| **Customer Actions**	**Awareness**	**Touchpoints**
• Learn	• Friends	• Customer service
• Select	• News	• Marketing
• Acquire	• Reviews	• Sales team
• Share	• Social media	• Support
• Repair	• TV & radio	• Your website

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B. **Add** emotions (empathy mapping below), key moments, planned improvements, and funnel stats like completions and abandons

C. **Share** with your team, organization, and company

Smashing Magazine

D. **Validate** with broader internal input, user research, and metrics

1. **What**

2. **Why**

3. **How**

4. **Iterate as you learn more about your customers and make improvements**

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