Tips on Creating Your Own Customer Journey Maps
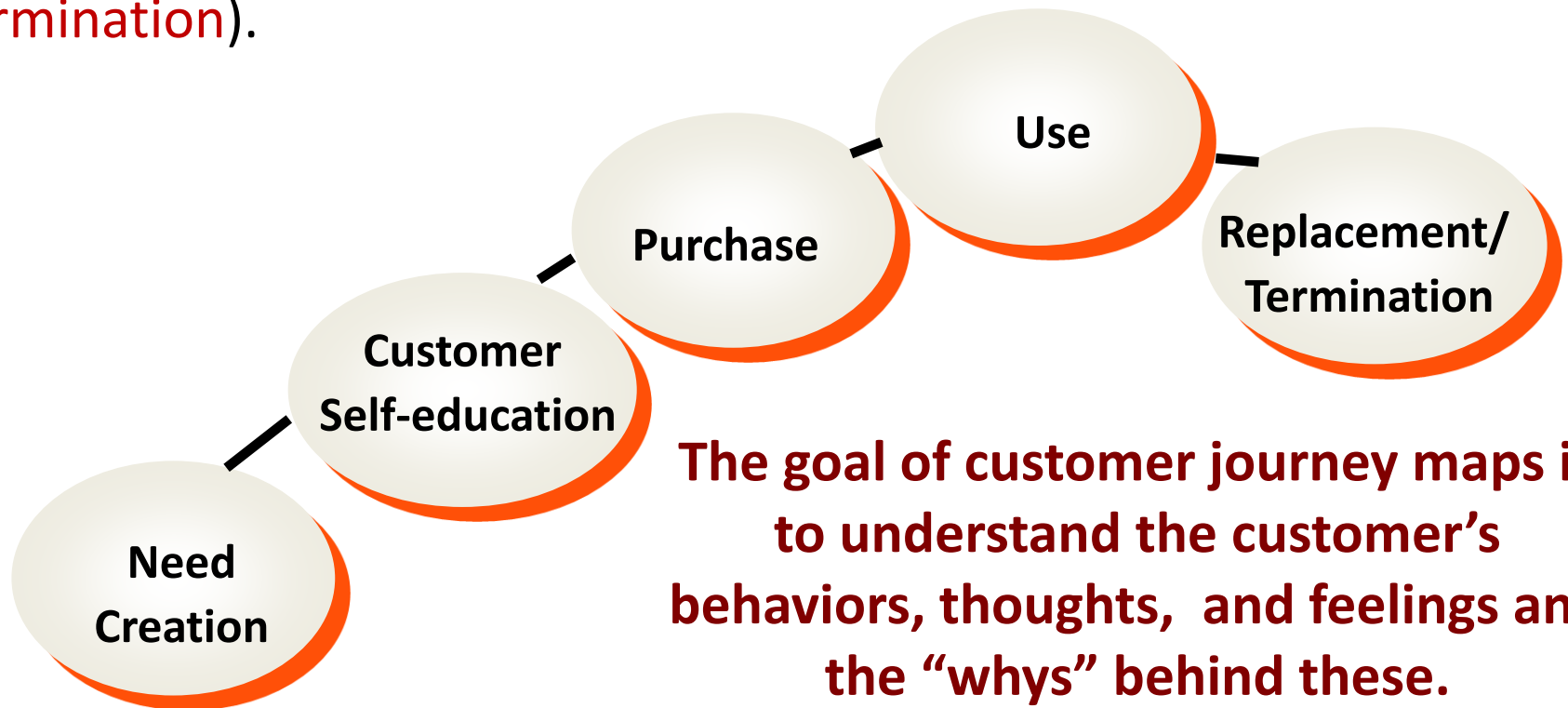
Customer Journey Research

- QDI Strategies has worked with companies since 1991 to create customer and market understanding that leads to innovations in products, channels, service, relationship management and branding.

- Core to our learning process is an interaction with customers we call "Discovery Research."

- Discovery Research is a "<u>semi</u>-<u>structured</u>" conversation with market players – customers, prospects, lost customers, channels, etc.

- The "<u>structure</u>" comes from having a "framework" help you structure what you are trying to learn

- We call it "semi-structured" because it starts with some general topics but lets the person you are talking to take the conversation where they want to go while probing to understand what he/she is saying.

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Discovery Research –
The Foundation for Learning

- Discovery research is designed to provide a broad understanding of market behavior, letting the market dictate what is important and what topics or issues we should explore within the context of the framework you are building. This leads to learning what is really important to the market and for your strategy.

- Discovery research involves open, unbiased listening to what customers are saying.   It is from understanding the patterns and consistency in what customers are saying and doing and why they are behaving as they are that enables project teams to build hypotheses about customer behavior.

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Customer Journey Maps Help Better Understand Customers at Different Stages of Interaction with the Company / Product

They provide insight about the customer from the time the customer discovers a need (Needs Creation) to when he/she finds a better solution or no longer has the need (Replacement or Termination).

Use

Purchase

Replacement/
Termination

Customer
Self-education

The goal of customer journey maps is to understand the customer's behaviors, thoughts, and feelings and the "whys" behind these.

Need
Creation

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What You Are Trying to Learn

Need Creation

What triggered the customer's need for this product or service? How do the triggers differ among customers? How do they impact urgency? How do the triggers impact the customer's behavior and attitudes about the purchase he is considering?

Customer Self-education

How do different customers shop? Where do they go to get information? What is the sequence of these activities? What type of interactions does the customer have with different channels of information? What do they like / dislike about this process? How does this process differ across vendors? What could have made this better?

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What Are You Trying To Learn

Purchase

Ultimately the customer will make a decision. What did they choose? What alternatives did they look at? Which of these made it into their final consideration – why? Why did they choose the one they did?

Try to understand what they saw as the key differentiation between the purchased products and others.   What was important (the product, the support around the product, the relationship with the seller, the brand, the price, etc.)?

Where / how did they buy? Why did they purchase from this source? What were their feelings about this process?

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What Are You Trying To Learn

Use

The customers you are talking about have used, or are using the product.

What do they like? How well has it met there expectations? How easy was it to learn to use, install, etc.? Are there major issues, or is this solution satisfying or even delighting them?

What type of post-sales, technical support are they getting? How are they getting it? Is this working for them?

What are their feelings about the process, the product, the vendors they are working with?

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What Are You Trying to Learn

Replacement/ Termination

At some point the customer will no longer need, or have worn out this product.
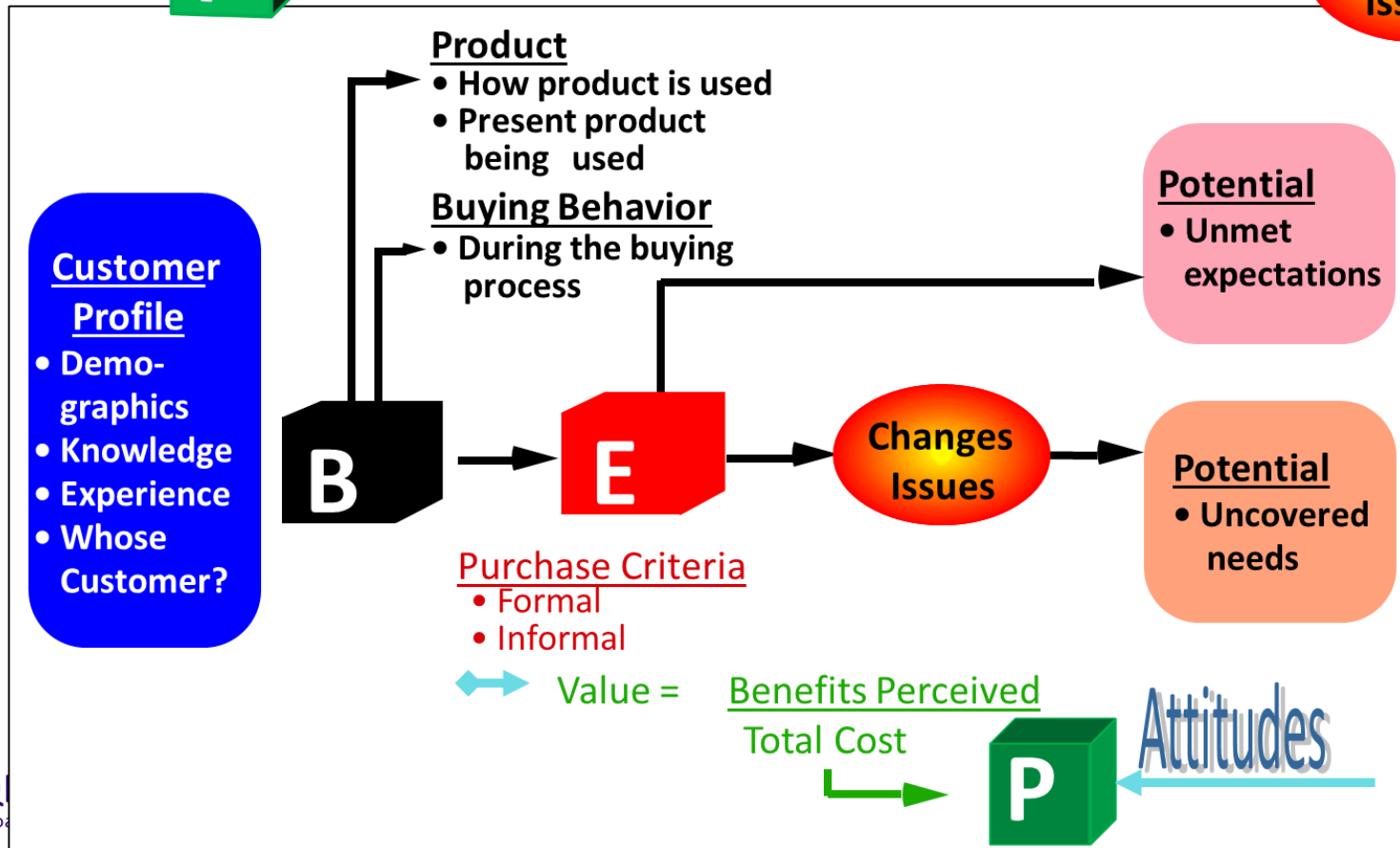
Does he know when and why he would replace it? Have there been problems in replacing, disposing, etc., these types of products in the past? Has this vendor offered any special handling or program to help the customer through this process?

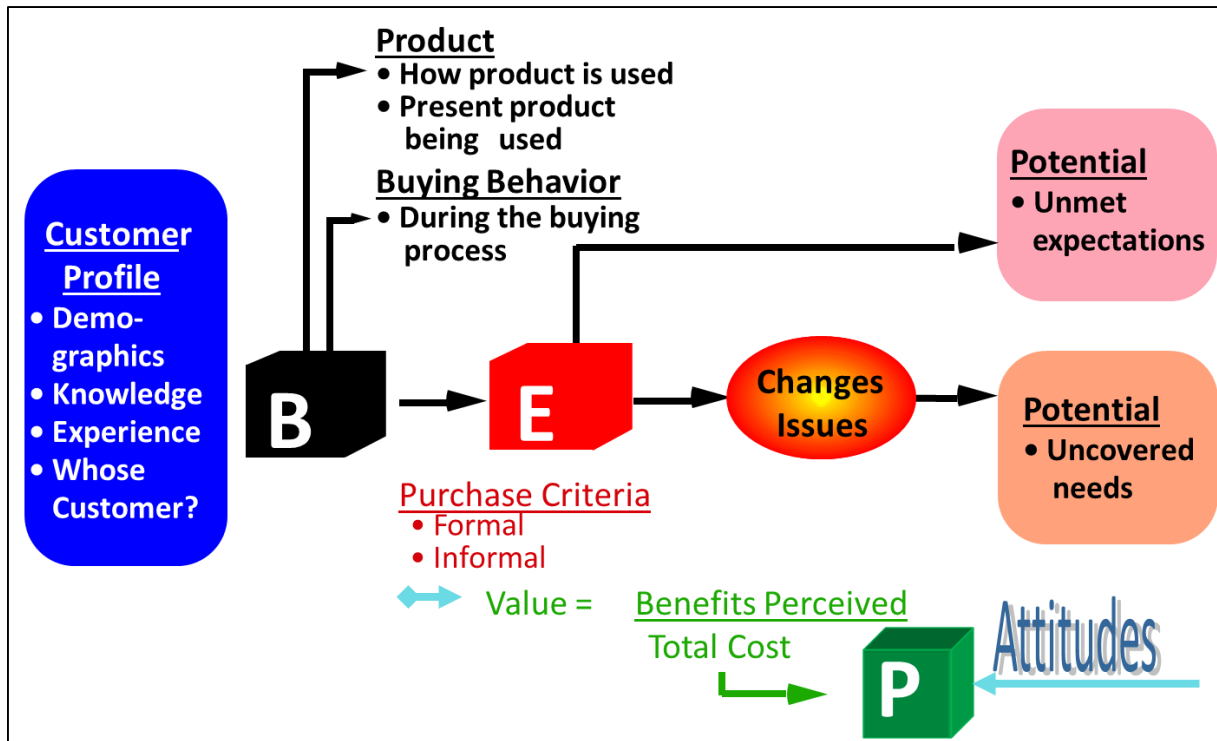Is there a trade-in offering? Or is the product totally useless at the end of life?

Does he see potential problems? Does he have suggestions to help him?

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At Each Stage of the Customer Interaction Use QDI's Framework for Mapping Customer Journeys

Profile the customer --- learn his behavior B **, expectations** E **, perceptions** P **, attitudes** *Attitudes* **and change issues** **Changes Issues**

Product
- How product is used
- Present product being used

Buying Behavior
- During the buying process

Customer Profile
- Demographics
- Knowledge
- Experience
- Whose Customer?

B → E → **Changes Issues** →

Potential
- Unmet expectations

Potential
- Uncovered needs

Purchase Criteria
- Formal
- Informal

Value = Benefits Perceived / Total Cost

P *Attitudes*

Map the Customer Journeys to Learn Opportunities to Provide Greater Value

Product
- How product is used
- Present product being used

Buying Behavior
- During the buying process

Customer Profile
- Demo-graphics
- Knowledge
- Experience
- Whose Customer?

B → **E** → **Changes Issues**

Potential
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Potential
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Purchase Criteria
- Formal
- Informal

Value = $\frac{\text{Benefits Perceived}}{\text{Total Cost}}$

P Attitudes

Unmet expectations what you didn't do that the customer expected

Potential needs ways to increase your value to the customer

Greater value could be met through changes in:
Products - Communications - Channels - Services - Relationships

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An Intuitive, But Difficult Learning Process

Customer journey research is conceptually straight-forward, but difficult to execute and presents specific challenges:

- Getting people to spend time helping you
- Having a discovery dialog, not a structured interview
- Being willing to modify on the fly as the customer takes the conversation to a place you didn't expect
- Probing, probing, probing to understand exactly what the customer did and why – behaviors, feelings, attitudes
- Organizing what you are hearing
- Translating what you are hearing to what you are learning

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QDI Sees 5 Elements to Customer Journey Research That Turns Into Innovations

1. Make this a team effort. You need multiple inputs and insights to capture and internalize the learning

2. Identify / structure who you talk to – typically about 10 good conversations can identify the patterns in a customer group – the more groups you want to understand the more conversations you will need

3. Provide a process of customer / market dialogs to explore customer journeys

4. Debrief often to capture / organize "market learnings" which will lead to innovation opportunities

5. Define / validate / quantify the value of your proposed innovations

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Critical Steps for a Customer Journey Team

- Efficiently learn
    - Use structured Voice of the Market Research whether developing new products and business concepts or testing & validating stage 4 products
    - Find the right contacts, get them to open up, spot unstated needs and track what's being learned – so your team can be productive immediately
    - The research team members must represent the customer in the brainstorming sessions so your team can focus on finding the innovations

- Use tools
    - Value Management to determine market viability
    - Value Capture to determine potential pricing
    - Market modeling to determine the size and adoption rate

QDI recommends bringing an experienced Voice of the Market resource into new innovation teams

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Contact Us

To discuss your customer journey and mapping plans, call:

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