

“ With this approach we achieved the most successful market introduction ever

”

Marketing manager

## Customer Journey Mapping

*Shift the focus to your customer needs*

You want to align your customer processes to better fit the needs of your customer. Customer Journey Mapping can be used to improve existing processes or to launch new products and services.

Creating a customer contact strategy for a (new) service, product or proposition is a challenge. How do you take into account:

- Different customer segments
- Multiple channels
- A wide range of customer needs
- Customer preferences and customer behavior
- Your brand values

How do you ensure that customer contacts deliver on customer expectations? How can you ensure that your processes are designed to meet and exceed customer expectations? How can you build in 'moments of truth' that let you differentiate from the competition where it matters most to your customers?

Customer Journey Mapping with EarlyBridge is the perfect method to implement customer-oriented thinking and behavior in your organization.

- **Develop customer processes based on the “I” question, e.g. “I want information”.**
- **This question is drawn from different customer perspectives, channel mix will become transparent**
- **Expectations of the customer are translated into requirements for the customer process and the channels**

Added value

*Improve customer processes*

*Increase marketing, sales and service performance*

*Know your customer through and through*

# Product information

## 1. Insight into the methodology



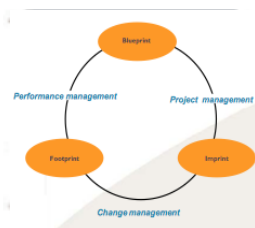
Basic knowledge is established within the organization with the workshop "Looking through the eyes of your customer". This workshop gives insight into the relationship between customer needs, channels, customer behavior and how to balance the best interests of the customer with your business interests. Marketing, sales, service and fulfillment build the knowledge to apply the customer journey method and learn to work from a customer point-of-view.

## 2. Developing Customer Journeys



Customer Journeys are developed using client- personas. The brand values and the "I" questions are used to fill out the Customer Journeys from different customer perspectives. The developed journeys show how you can meet your customer expectations and on which points you can add value to your customer relationships. The result is a set of requirements for customer processes and channels.

## 3. Implementation in the organization



The requirements are translated to an implementation roadmap. Choices for pilots are made and concrete plans for measurement are drawn-up. (e.g. Sales, Net Promoter Score, Satisfaction). The implementation is guided by a combination of tight project management and customized training and coaching of the organization. After implementation, the results shall be measured. After proven success, the approach will be deployed to your organization for an even greater impact on your business results.

# earlybridge.

DRIVING CUSTOMER PERFORMANCE

EarlyBridge is a specialist in customer experience and one-on-one customer contact.

We help organizations to become truly customer-centric to improve marketing, sales, and service results.

Also check out :

*'Service Performance Scan'*

[www.earlybridge.com](http://www.earlybridge.com)