

# Follow these steps to create your own journey map

1

## Translate your brand promise into experience principles

Most organizations have spent time defining what their brand stands for. The goal here is to take those differentiating strengths and attributes and bring them to life in high-level experiential terms. Using each of the grey boxes, map your experience principles as they relate to your brand or mission pillars. One B2B engineering firm defined theirs as “winning the great race.”

2

## Define your core customer

Using your existing insights, think of an individual you can bring to life to embark on this journey. Include representative demographic and behavioral characteristics for a typical customer, their motivations – what are the things that are most important to him or her? And finally, what are some potential obstacles or barriers to choosing us (proximity, lack of awareness, competitors, reputation, etc.)?

3

## Map key steps in the journey

Now the time has come to map out the key stages for the journey. First, give a name to each stage e.g., Awareness, Research, Choice, etc. for up to 5 stages. Next, identify the customer of prospect goal for each stage. Include a range of emotions that the individual feels depending on the stage they're in. For example, IKEA sells hot dogs for 50 cents because it knows that shoppers encounter at least some frustration by the end of their shopping journey.

4

## Identify key communications

Next, we want to get a sense for the touchpoints that your customer experiences at each stage of the journey as it exists today – both paid, owned, and earned. Don't limit these to what marketing is in charge of, but rather what is most important from the customer's eyes, from the receptionist, to the parking lot, to the ease of finding information on the website, or even a customer service agent. Circle the key touchpoints in each stage of the journey.

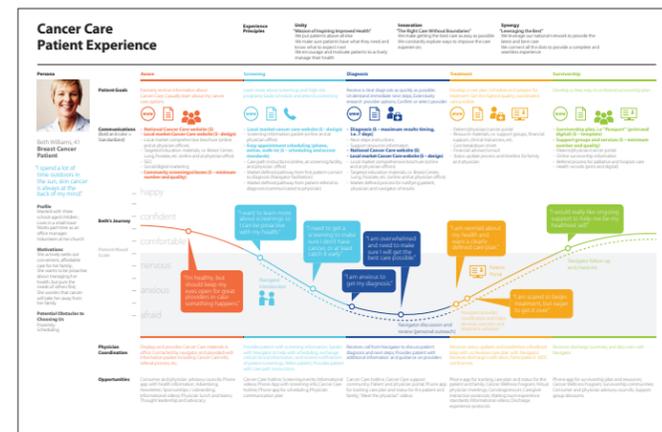
5

## Define opportunities

Finally, make a note of the top three opportunities to align the experience with the principles you defined in step one. Opportunities to improve the experience could fall under your strategy, operations, marketing and communications, coordination, collaboration, or culture. For example, if Comcast's promise of “The Future of Awesome” doesn't ring true when a customer interacts with customer service, this could represent a priority area for the CMO or CXO to work on with his/her operations counterpart.

# Idea in Practice: Learn how a leading customer-centric organization uses journey maps to operationalize its brand promise

Having established a brand promise built on high-quality and complete care, one of the country's largest health care systems was faced with a major challenge: how to deliver an ownable, unique, and consistent experience across a disparate national network.



A series of customer journey workshops brought in representatives from across the network where cross-functional groups, including the head of cancer care, physicians, administrators, and care deliverers mapped out the experience by putting themselves in the customer's shoes. Groups assessed the current experience and compared it to what an ideal journey would look like.

By understanding the customer goals and key touchpoints at each stage, the group aligned around common definitions and put together a series of tactics and measurement tools incorporated into a phased



long-term plan for reengineering processes around the customer. As a direct result of the exercise, a baseline standard has been established that describes the minimum level of experience that each facility is expected to deliver on. Since then, leaders have spent time communicating and training their staff in their respective regions and facilities.

“90% of people diagnosed with cancer will live for a long time.”

—Chief Medical Officer, Leading National Cancer Care Institute

As health care systems and organizations wrestle with the shift to a model of coordinated care delivery, internal teams need access to new tools and resources that can help bring different groups and functions together to align around the customer experience.

Customer journey mapping is a technique that has long been applied by best-in-class marketing organizations across many industries, from consumer goods to business services. At the heart of this approach is placing the customer at the center of the experience and understanding all of the steps along the journey. Throughout this journey, the individual is a patient for only a small amount of time.

“Throughout this journey, the individual is a patient for only a small amount of time.”

The march towards consumer-driven choices in health care and the retailization of the industry shows little sign of abating. This means brands take on an increasingly important role; and brands are ultimately defined by the experience they deliver. It's never been better for health care marketers and strategists to play a leading role in driving the connection between the promise your organization makes and how that comes to life in service-line experiences. Using the word “customer” better reflects today's holistic view of cancer care beginning with education and awareness, screening, diagnosing, outpatient management, and survivorship.

# Now take a minute to think about your customer experience today

Q1: How well **defined** is your customer experience?

1  2  3  4  5  
**Not at all defined** **Very defined**

Q2: How **consistent** is your customer experience today?

1  2  3  4  5  
**Not at all consistent** **Very well consistent**

Q3: How **seamless** is your customer experience?

1  2  3  4  5  
**Not at all seamless** **Very seamless**

Q4: On a scale from 1 - 5, how much is customer experience a **priority** for your organization?

1  2  3  4  5  
**Low priority** **High priority**

Share your answers at [svy.mk/1YunAWh](https://svy.mk/1YunAWh) and see how you stack up against your peers. You can also find the survey link by following us on Twitter @monigle.



Turn this sheet over and follow the steps to create your own experience map.



# Customer Experience Map

Follow the step-by-step instructions

Start Here



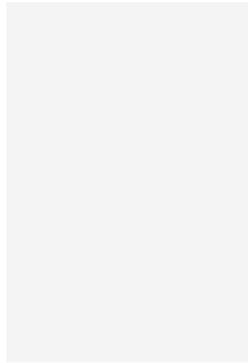
1 Experience Principles

2

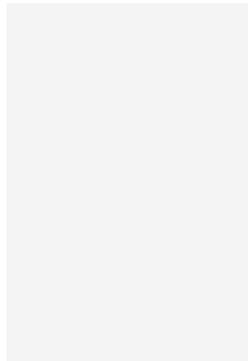
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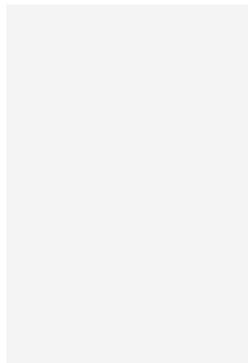
Profile



Motivations



Potential Obstacles to Choosing Our Brand



3

Customer Journey

Customer Goals at stage

Emotion Scale

4

Communications

Touchpoints

Key Messages

5

Opportunities

Stage 1

Stage 2

Stage 3

Stage 4

Stage 5



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