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**Considering, Understanding and
Competing on Customer Journeys**

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Unforgettable Customer Service Experience

Ritz-Carlton helps with Joshie's Extended Vacation



- **Why**
- **How**
- **What**

Customer experiences = Σ interactions with your company

- Every company provides a customer experience
- Do you want it to be superior or average?
- Competitive global world of travel
- Consumers are informed and empowered
- Differentiation through intentional service excellence

Customer experiences = \sum interactions with your company

- Customer management a business imperative & strategic priority.
- Customer centricity integrated in the culture.
- Businesses who deliberately design the customer service experience are gaining competitive advantage.

Customer centric companies



*Seeing the world
through
the eyes of the
customer*

Inspiration
Researching
First Contact
More Interaction
Booking
After-Booking
Before-Departure
Actual Travel
Home
Advocacy



TOUCHPOINTS = MOMENTS OF TRUTH

Great seamless customer experiences – Magic? No!

Carefully crafted? Yes!

Touchpoints = controllable elements

A holistic and strategic approach

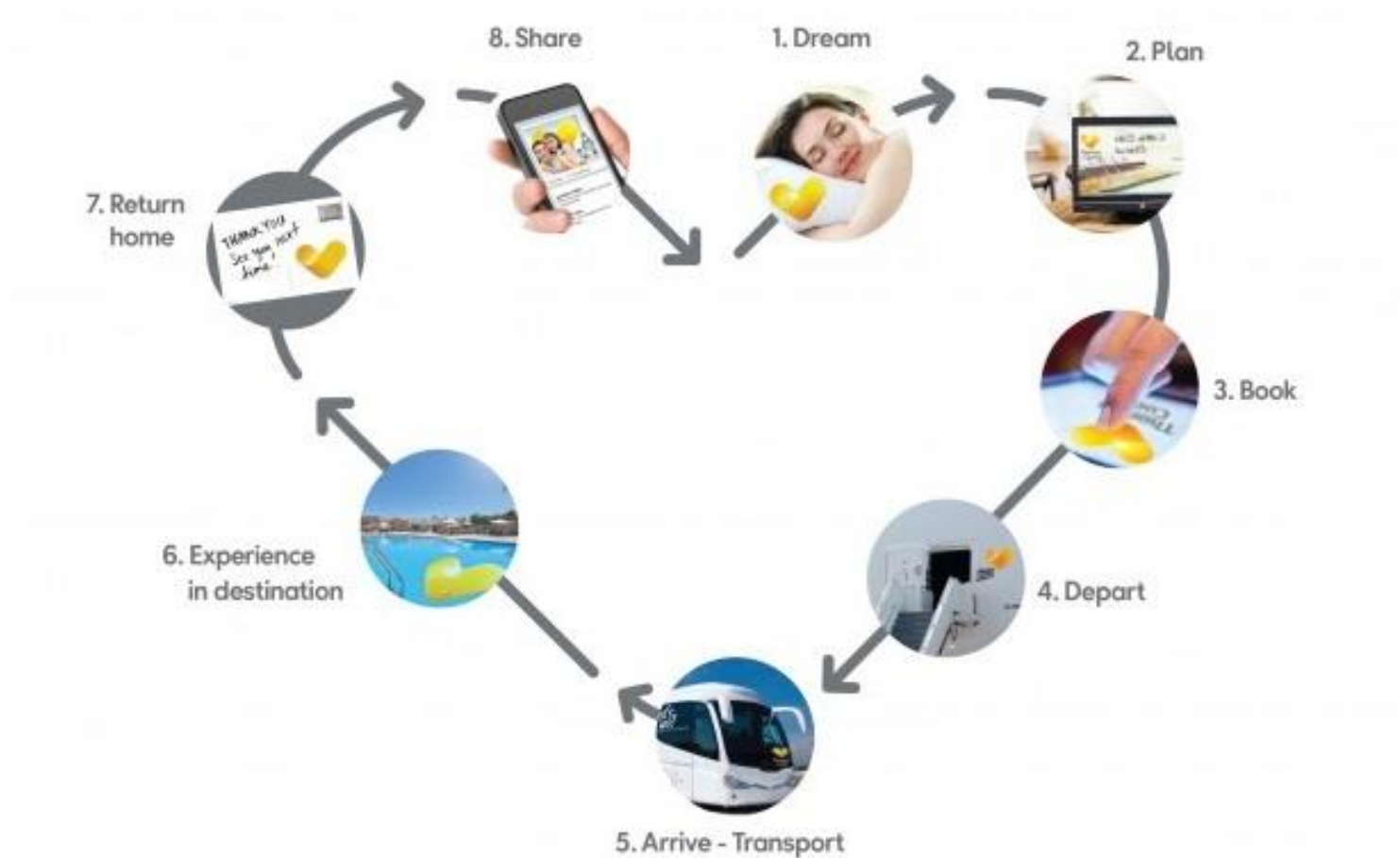
Actions for all business no matter what size

- Create an organizational common purpose
- Get to know your customers holistically
- View exceptional service as an economic asset

Journey Maps

- Capture your customers' attitudes and emotions
- Help you see your experience through your customers' eyes
- Focus on your customer's true needs
- Shows your experience across touch points

Generic Customer Journey



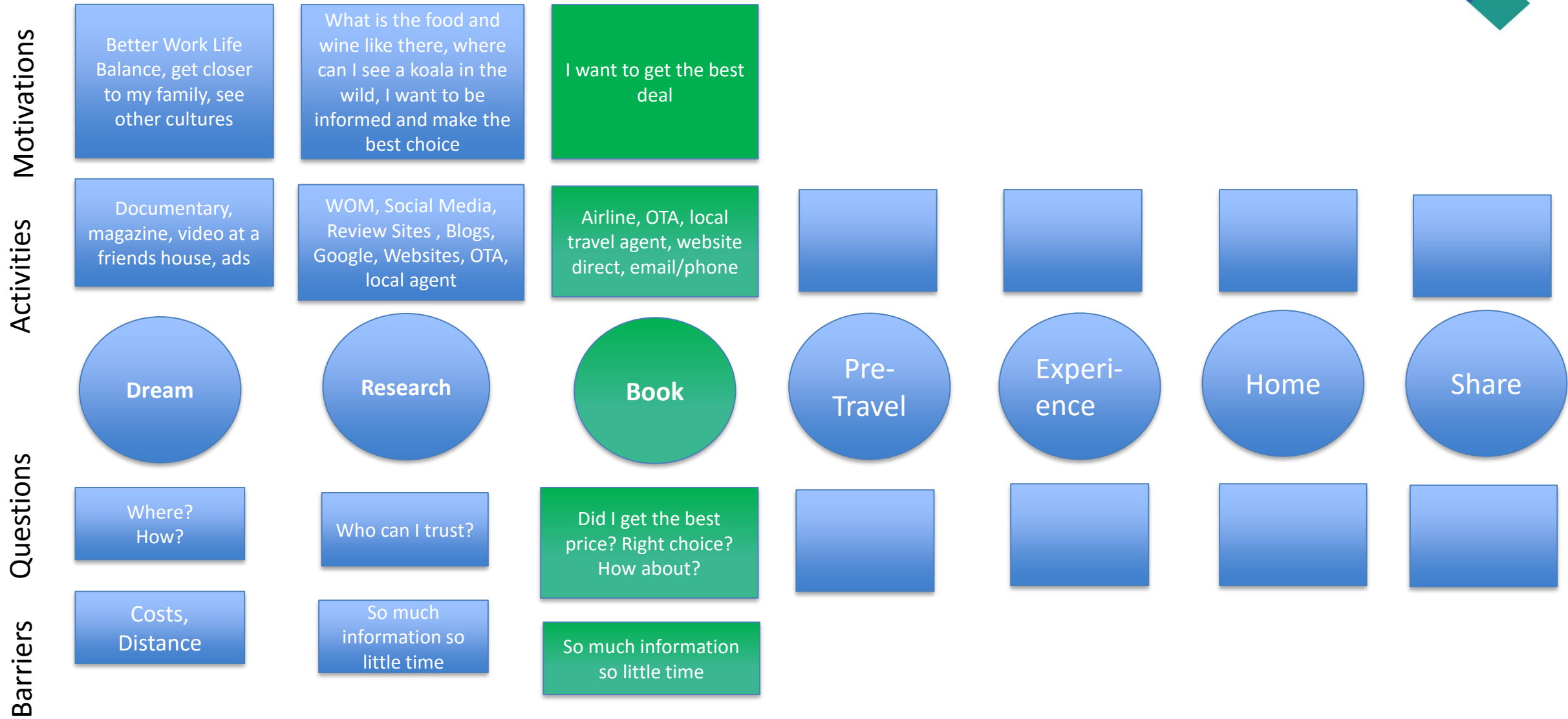
Generic Customer Journey

- **Activities / Doing**
- **Motivations / Feelings**
- **Questions / Thinking**
- **Barriers**

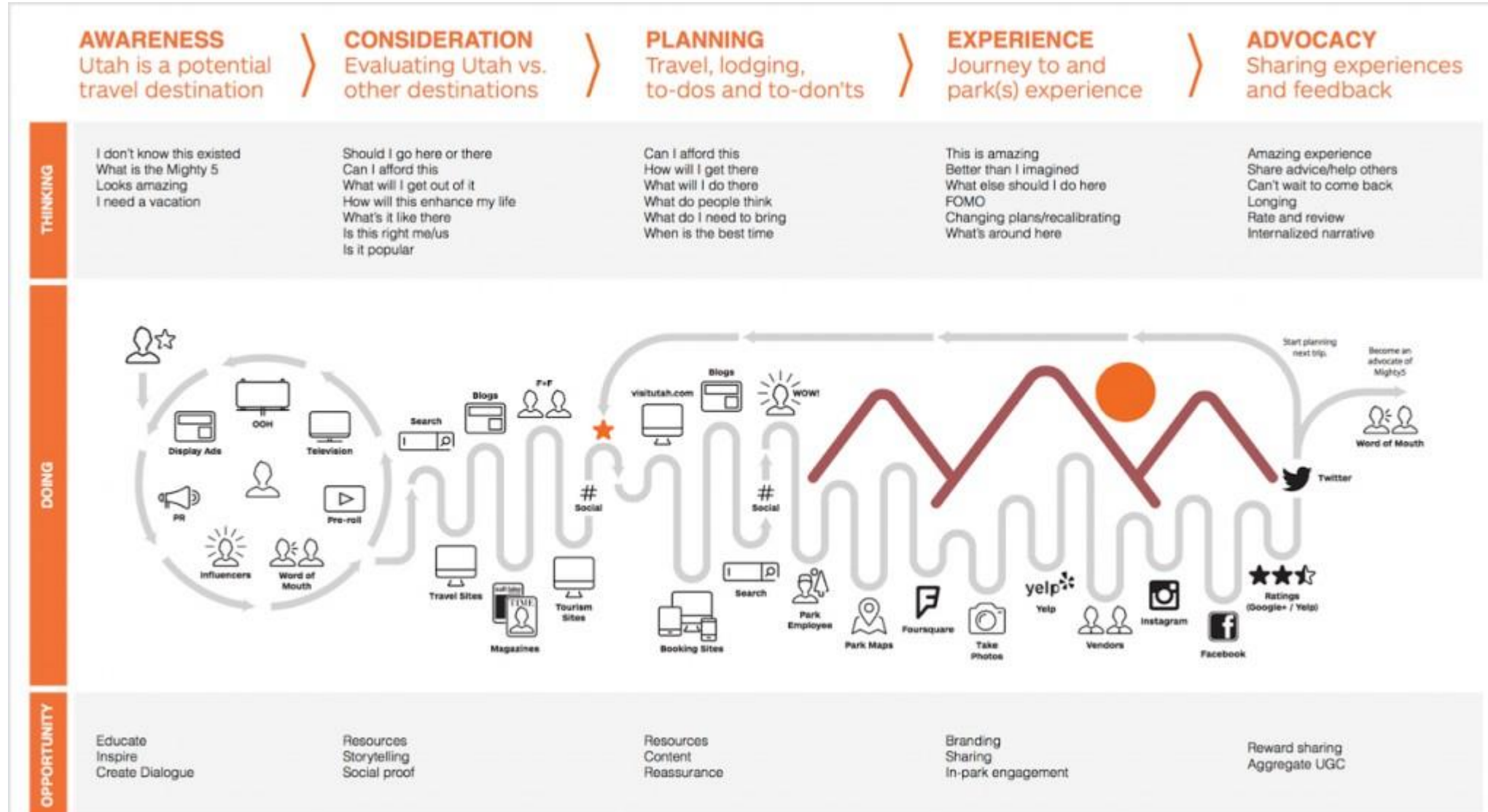


CUSTOMER JOURNEY MAPPING

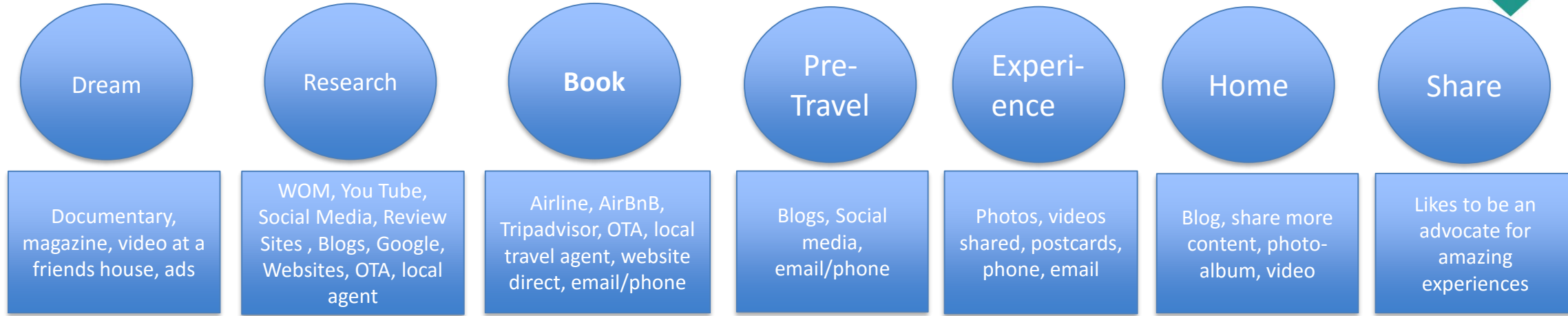
- What are people really trying to achieve?
- How are they trying to achieve this?
- What do they use and in what order?
- Why do they make a choice?
- What are they experiencing and feeling?
- What are their stories?







Activities / Doing



Messages

One way communication tools eg. website (own, 3rd party), collateral, advertising, retail/wholesale brochure, videos, personal welcome notes

Interactions

Two way communication tools eg. phone, blogs, social media, email, webchat, WOM etc.

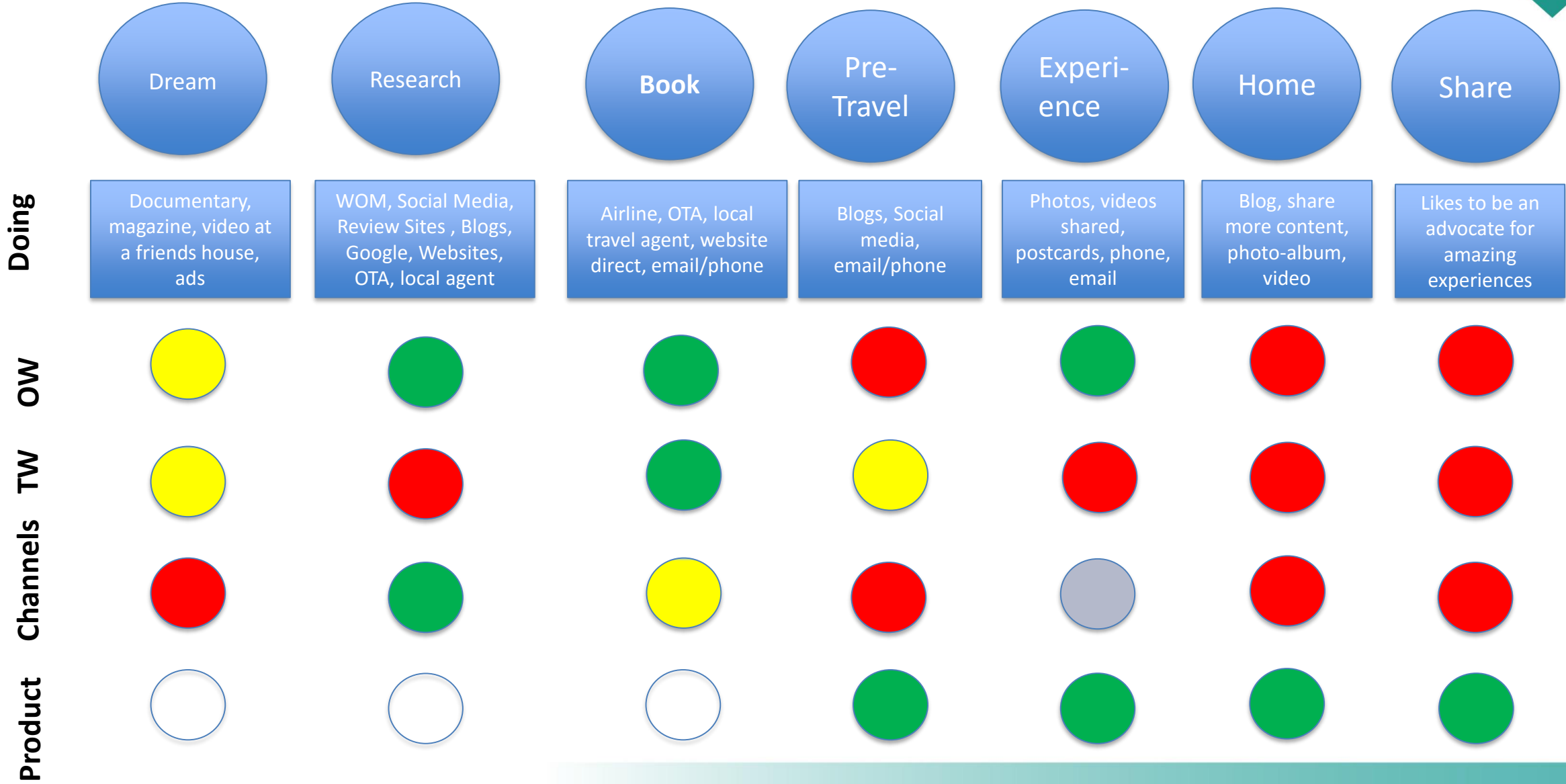
Distribution

Where you make your product available, own website, travel agents/wholesalers, OTA's, ITO's

Product

The actual delivery of the experience. From the first to the last impression.

GAPs = Opportunities for improvements



Journey Mapping Benefits

- Creativity and inspirations for solutions
- From day-to-day execution to holistic picture
- Gets you up close and personal with your customers
- Spot new opportunities to convert more profitable customers and turn them into advocates

On a final note

- Gaps = Opportunities
- Get your team and partners involved in the design
- Visualise the ideal experiences that you can control and service
- Integrate across touchpoints

“Apple said yes”

“Whatever you do, do it well. Do it so well that when people see you do it, they want to come back and see you do it again, and they will want to bring others and show them how well you do what you do” – Walt Disney



Thank you & Stay in touch

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