Customer Journey Stencil

Customer Journey is one of eVSM’s Quick Stencils and supports journey mapping to understand in depth the customer experience related to a product or service and to design new experiences that lead to higher satisfaction rates.

Benefits:
- Easily create personas and map customer journeys
- Identify key touch points
- Indicate the processes that are being reworked
- Identify frustrations and highlights of customer experience and emotions
- Create and prioritize improvement ideas
- Show the interaction between provider and customer in a simple visual fashion for easy communication
- Develop related underlying business/service model with eVSM’s transactional pro stencil to connect customer and provider perspectives
- Design and add metrics to the journey with summary calculations and charts

The concepts addressed by the Customer Journey stencil are shown below.

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**Standardized icons**
- Snap & Glue behaviour

**Biz Model**
- Decision Tree
- Business Process Metrics

**Journey steps**
- Drag & Drop mapping
- Customer Journey Mapping

**Digital Capture**
- Wall map capture tool
- Real time capture

**Ideas**
- Touchpoints
- In-Construction steps
- Customer rating
- Criticality / Moment of Truth

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**Easily create personas and map customer journeys**

**Ideas**
- Pains
- Properties
- Prioritization

**Pains**

**Properties**

**Prioritization**