

Customer Journey Stencil

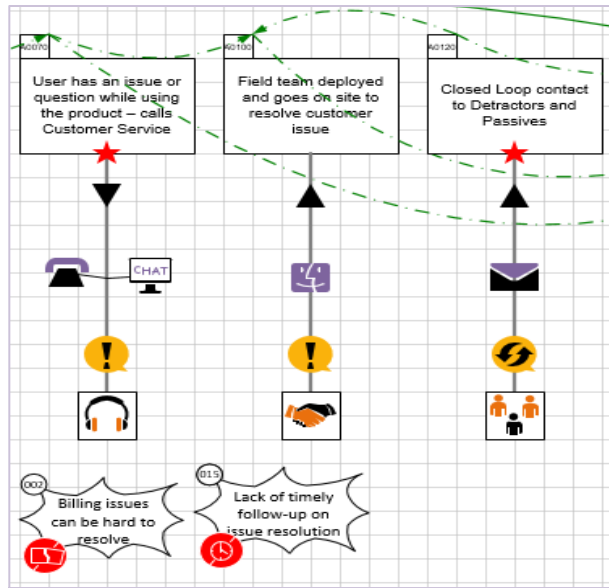
Customer Journey is one of eVSM's Quick Stencils and supports journey mapping to understand in depth the customer experience related to a product or service and to design new experiences that lead to higher satisfaction rates.



Easy

Fast

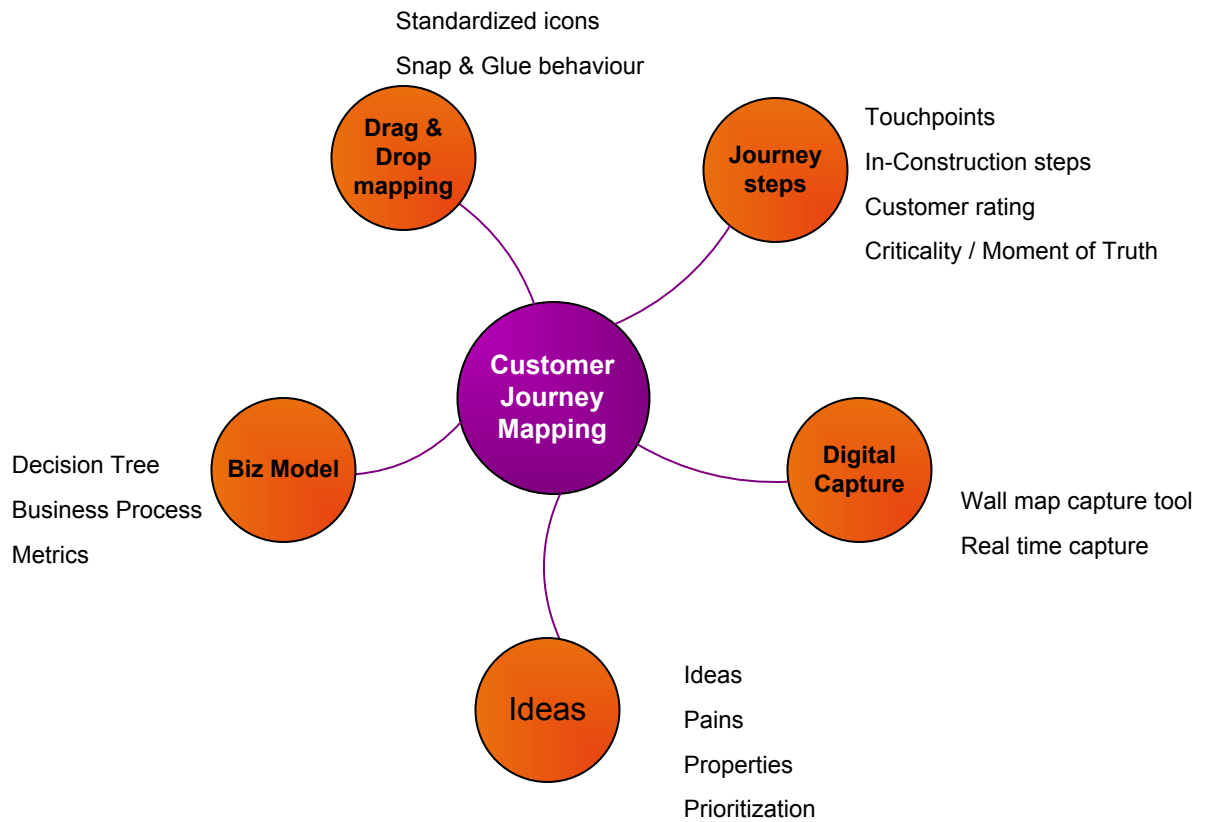
Focused



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.



Persona

Character description. Making the person "real"

Journey Segment

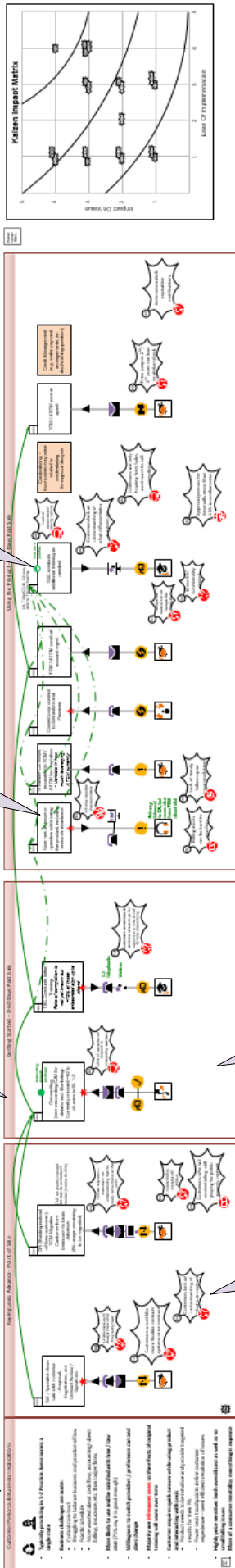
Overall journey segment container

Touchpoint

Touchpoint with criticality indicator

Customer Satisfaction

Customer satisfaction at this touchpoint



Pain

Customer pain and lean waste icon

Provider

Provider, interaction methods and initiator

Priority Matrix

Pains prioritized by impact and ease of solution