



## Customer Journey Mapping or Road Tripping 101:

How to be a thoughtful, unobtrusive (and interested) companion to your customers.

It was only a few years ago that we were actively debating the safety, reliability and credibility of a new disruptor in the transport sector: Uber. Stepping out of the traditional taxi and into a plain, unmarked car was a leap of faith for many of us above the age of twenty.

But in an incredibly short time, this new player in the 'shared economy' has captured significant market share and heightened brand awareness. Flagging a ride with a driver (who already knew where you wanted to go) and that would take the payment you preferred to provide (without you even opening your wallet) was a reality. The humble task of getting from A to B had been transformed by a simple app.



Why are most of us quick to jump in an Uber and recommend it to our friends?

**Uber has taken a very simple customer need and totally transformed the end-to-end experience by seamlessly engaging with its customers throughout their journey.**

Uber's digital model makes them one of life's best road trippers. They are the 'easy-going companion' that helps you:

- Flag a vehicle,
- Asks you what you think of the driver,
- Tells your friends where you are and when you'll arrive,
- And at the journey's end, checks that you are happy and asks whether perhaps you'd like your friends to use them too.

The Uber model defines how technological innovation is not just disrupting traditional business models, but also shaping customer expectations around seamless engagement with service providers. It's a great example of how it's no longer about the actual service you provide per se, but how you make the customer feel.

**For companies to really mobilise their brand, the focus has to be not purely on the product, but on the customer and the entire end-to-end experience they have with the brand.**



We're no longer in a product-centric economy: today, the customer is King and customer-centricity the Kingdom.

Today's consumers are looking beyond traditional influences (price or timeliness) and placing an increased value on the experience itself and importantly, the amount of convenience, recognition and reward that they feel they receive.

## So, in a hyper-competitive, customer-centric market, how do we become the very best travel companions for our customers on their journeys?

At CentraCX, we work with companies that are constantly focusing on how they use customer feedback to inform the way they deliver exceptional customer experience. Whether it's striving for minimal friction, optimal loyalty, increased share of wallet or reduced attrition (or all four), it's a tough market out there. We work with brands to help them:

### Keep Pace:

Rapid change and innovation means disruption in the market is commonplace. Customers expect us to be abreast and aware of their needs. Lose sight of what they want, and you've lost them.

### Be a Great Listener:

Listening to the ever changing wants and needs of customers. This gives us the means to constantly think, re-think, re-evaluate and re-try....so we get it right And more importantly evolve. Unlike an Uber-ride itself, customer experience isn't a destination it a journey.

### Become Besties with a total focus on the Customer Experience:

Improving customer advocacy is more impactful than any other measure. Having customer advocates is one of the clearest outcomes for acquiring and retaining customers in a new-market economy.

You may already know where you let your customers down, where you have big wins, or where things are just ticking along without improving.

But remember, customers' expectations, along with the market, are ever-changing and you therefore need to be equipped to quickly respond and evolve to changing conditions. Asking customers for their opinion is the best way to understand how they feel.



## Our Expert Tips for Getting It Right

**Establish what business outcomes you want to achieve:** Before embarking on a CX initiative it is important to clearly establish what business outcomes you want to achieve, for example reduced cost to serve your customers, increased word-of-mouth referrals, increased share of wallet.

**Look to high impact customer journeys:** Look at the customer journeys you believe have the highest level of impact. If you are unsure, start with the key moments of truth: those points in time that are critical to your customers. For example, from the perspective of an insurance company; at the end of a claim journey.

**Measure and test your own hypothesis:** Create a hypothesis and establish what metric you are going to use to measure and test this hypothesis.

**Benchmark and examine behaviours:** Implement your survey, establish a benchmark and look at the behaviours of the various segments, for example the spend of customers that give a neutral score.

**Don't just focus on the score!** In the first instance, use the unstructured data (qualitative feedback) to look for quick wins. In most instances, quick wins will involve addressing hygiene issues.

**Use feedback to drive change across the enterprise:** Look for ways to incorporate customer feedback into your current operating rhythms and reporting. Ideally, you want this initiative to create a momentum of its own and for the various areas of the business to drive incremental change. To do this, you need to disseminate the feedback in meaningful ways.

**Focus on creating advocacy at key touchpoints:** If you're on the right track and have addressed the hygiene look for opportunities to design service experiences at touchpoints throughout these key journeys that delight. Remember, it is important to focus on creating advocacy at moments that are perceived as important.

**Scale!** If you have nailed it, you are ready to scale it. Look for other areas in the business that you can expand this initiative to.

## How can we help?

At CentraCX, we provide organisations with the ability to ask their customers for feedback at each point of the journey on any channel. Whether by SMS, email, voice or webchat, our platform collects feedback and integrates it into one central platform, allowing you to monitor, analyse and action customer feedback. It means that you can really tap in to your customers' feedback.

## All the functionality you need without the costly bells and whistles

Our cloud-based platform provides real-time insights into where you may be hitting the mark, falling short or where you're just not sure which direction to go. CentraCX is available on a month-by-month basis, no lock-in contracts and no tricky integrations. Simply log-in and go.

Enjoy features and benefits you'll love with CentraCX, allowing you to:













- Deploy branded surveys across email, web, voice and SMS.
- Monitor the metrics that are relevant to you. Monitor customer feedback (in real-time), and collaborate to improve your overall customer experience.
- Plug and play deep dive and voice analytics giving you real-time insights into the customer feedback on their journey with you.
- Pay on a month-by-month basis, no lock-in contracts. Whether it's for a team of 10 or 10,000, CentraCX's cloud-based solution will meet your needs.

## Pricing with no lock in-contracts or minimum periods

**Foundation Edition - "Hear your customers":** \$950 per month (includes up to 10 subscriptions with additional subscriptions available at \$40 per month).

**Analytics Edition - "Go deeper into CX issues":** \$1,950 per month (includes up to 15 subscriptions with additional subscriptions available at \$60 per month).

**Transformation Edition - "Continual CX improvement":** \$4,900 per month (includes up to 30 subscriptions with additional subscriptions at \$80 per month).

Foundation Edition Hear your customers	Analytics Edition Go deeper into CX issues	Transformation Edition Continual CX improvement			
 IVR	 Email	 Discover Reporting	 Import Metadata	 Alert System	 Instant Messaging
 Web Intercept	 SMS	 CX Performance Dashboards	 Text Analytics	 Employee Collaboration	 Notebooks
 CX Performance Dashboard	 Quick Start Survey Builder	 Keyword Spotting	 Customer Journey Mapping	 Action Workflow Manager	 Integration with CRM
 Automated Transcription	 Summary Reports	 Survey Delivery Manager			

## We'd love to talk to you about your VoC program

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