

ACCELERATE GROWTH THROUGH CUSTOMER JOURNEY MAPPING



CHALLENGE

For several years, the company faced stagnant customer satisfaction scores, leading to minimal growth and a gradual erosion of its competitive advantage.

To reverse this trend, the client aimed to gain a comprehensive understanding of the end-to-end customer journey. Their goal was to pinpoint critical pain points to prioritise for improvement and uncover opportunities to introduce or enhance touchpoints that would elevate the overall customer experience.

Key objectives of transformation included:

- **Enhanced Customer Experience:** Design a seamless, cohesive journey across all channels, addressing concerns and anticipating customer needs.
- **Cross-functional Alignment:** Unify efforts to enhance collaboration and operational efficiency across different business areas.
- **Consistent Messaging:** Maintain clear, unified communication throughout the journey to build trust and brand integrity.
- **Data-Driven Decision-Making:** Use insights from the journey map to prioritise high-impact improvements and inform strategic investments.

SOLUTION

Over a three-month strategic engagement, we guided the client through the following model design framework:

1. **Journey Map Scoping:** Define key stages and touchpoints in the customer journey with core business stakeholders.
2. **Journey Map Verification:** Validate and finalize the draft journey map with broader stakeholder input.
3. **Internal Alignment:** Touchpoint ownership workshop to assign clear accountability, remove overlaps, and identify quick wins.
4. **Customer Assessment:** Feedback survey to evaluate each touchpoint's importance and satisfaction levels.
5. **Gap Analysis:** Use customer feedback to identify and prioritise experience gaps and pain points.
6. **Delivery:** Provide a finalized customer journey map with actionable recommendations to enhance, optimize, or create key touchpoints.

OUTCOME

Example improvement projects:

- **New Product Feature:** A new analytics module, co-designed with customers, was developed to let users upload their data and generate outcomes directly within the platform, eliminating data exports.
- **Improving Experience:** Journey Mapping led to a redesign of the purchase experience, with a focus on contract processes. A new contract management platform and upgraded e-commerce solution improved customer experience and team efficiency.
- **Elevate Experience:** Previously, separate divisional websites led to a fragmented customer experience. A centralised platform was developed to unify offerings while accommodating each division's needs.

RESULTS

A total of 45 improvement initiatives were identified and executed, including the implementation of a customer self-service knowledge base, support webchat, roll-out of a sales enablement tool, and a comprehensive redesign of the product platform.

SIGNIFICANT CX IMPROVEMENT

45

Improvement initiatives implemented

CUSTOMER SATISFACTION BOOST

15%

Improvement in Customer Satisfaction (NPS)

The Customer Journey Mapping exercise also led to establishing a dedicated Customer Experience (CX) function. The function consist of senior leaders for all areas of the company tasked with continuously measuring CX performance and driving cross-functional improvements across the organisation.

Within 12 months of implementing these initiatives, the company achieved a 15% increase in Net Promoter Score (NPS) and is now experiencing double-digit revenue growth.

"Journey Maps let you step into your customer's shoes, seeing your business through their eyes and gaining a true outside-in perspective on the experience you deliver."