From Journey Maps to Real Experiences: Activation Insights

An McorpCX Thought-Leadership Webinar: Bringing Journey Maps to Life to Drive Change for Customers and Your Business



Your McorpCX Hosts, and Special Guest:



Michael Hinshaw Founder & President McorpCX

- CX industry pioneer and thought leader on multiple "Global CX Thought Leaders to Watch" lists
- Best-selling author: Smart Customers, Stupid Companies: Why Only Intelligent Companies Will Thrive, and How To Be One of Them
- Mentor and Richard H. Holton Teaching Fellow at U.C. Berkeley's Haas Business School



Stephen Shay Vice President McorpCX

- Senior technology and Customer Experience strategist
- Former Microsoft General Manager responsible for building internal Customer Experience practice
- Sales, Operations, and IT background responsible for leading cross-company, transformational initiatives



Vanessa Valore Assistant Vice President, Strategic Marketing The Institutes

- Marketing strategy and digital customer experience leader at The Institutes, the leading risk management and propertycasualty insurance educator
- Over 15 years as a Marketing and Communications expert
- Adjunct Professor, Integrated Marketing Communications at Rowan University

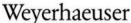


For over 17 years, McorpCX has helped leading brands plan for, design, and deliver better customer experiences **T.RowePrice** lululemon 🕥 Protective Comerica Bank athletica INVEST WITH CONFIDENCE SanDisk[®] *****PROGRESS **Staples** RII blue 🗑 of california Microsoft **DIFFERENT WORKS** DANONF **M**CKESSON VISA at&t















Delivering measurable value and ROI: One example...

Greater top-line revenue ~\$25.8 million/ 10% annually Faster time to market From 90 days to under 7 Decreased operating costs

Saving millions of dollars annually

Greater customer satisfaction 200%+





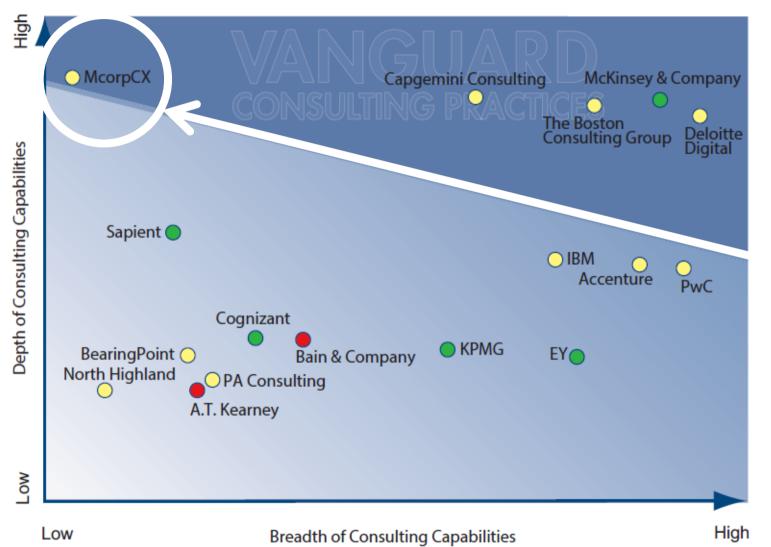




Proven across multiple markets and industry verticals



Independently ranked Top-20 digital CX & strategy leader



"[Their] narrow but deep market position enables **McorpCX** to effectively serve both the SME market and the largest global corporations"¹

> -- ALM Intelligence: The Kennedy Vanguard

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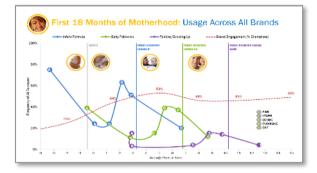
Today we're going to: Discuss common journey map activation challenges; see how one firm is using them; share some key enablers; answer your questions.



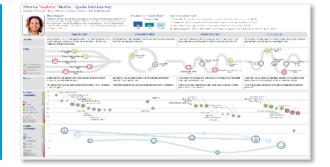
You've built your Journey Maps. Congratulations!

Journeys that are key to customers and the business Selected with clear goals for their use in mind "I know I should be planning for the future and start thinking about saving, but I want to enjoy life now."

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Built with crossfunctional teams and stakeholders Mapping interactions, emotions & gaps



Informed by VoC insights, validated with customers

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Easy to read and understand

Multiple issues and opportunities identified



So how do you go from Journey Maps to real experiences?

Creating your journey maps is the first step. Enabling real experience improvements from them requires significant effort.



Which Brings Us To....

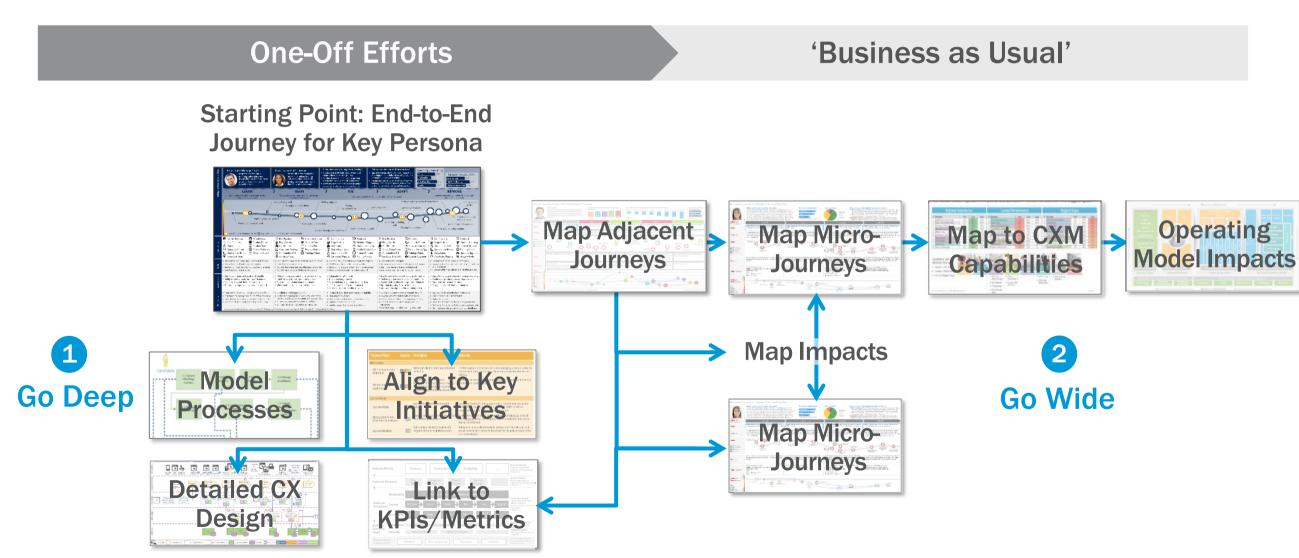


Some common activation challenges, and how to resolve

Move From	Move Towards
One-Off Efforts	'Business as Usual'
Identified Problems	Prioritized Solutions
Used in Functional Silos	Used Across the Organization
Socialization	Accountability
Results	Value
Static	Living



Reuse, extend and maximize your investments



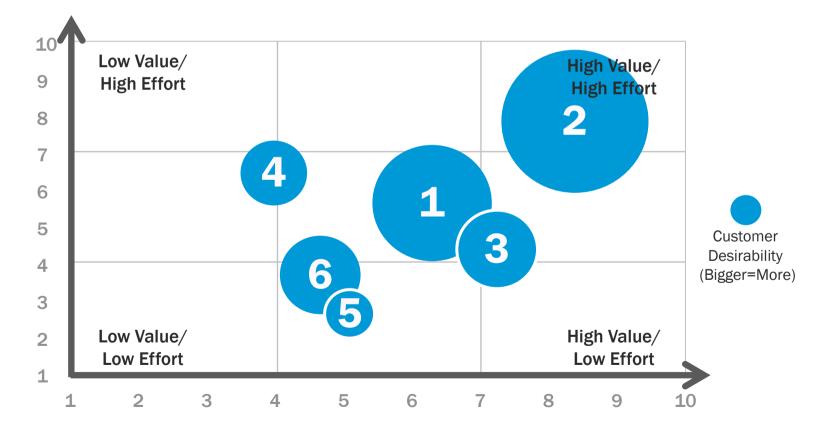


Identify quick-wins and drive longer-term improvements

Identified Problems

Prioritized Solutions

- 1. Speed connection to customer support
- 2. Improve online self-service
- 3. Billing/Statement clarity
- 4. Real-time payment processing
- 5. 360° view of customer
- 6. Internal knowledge management

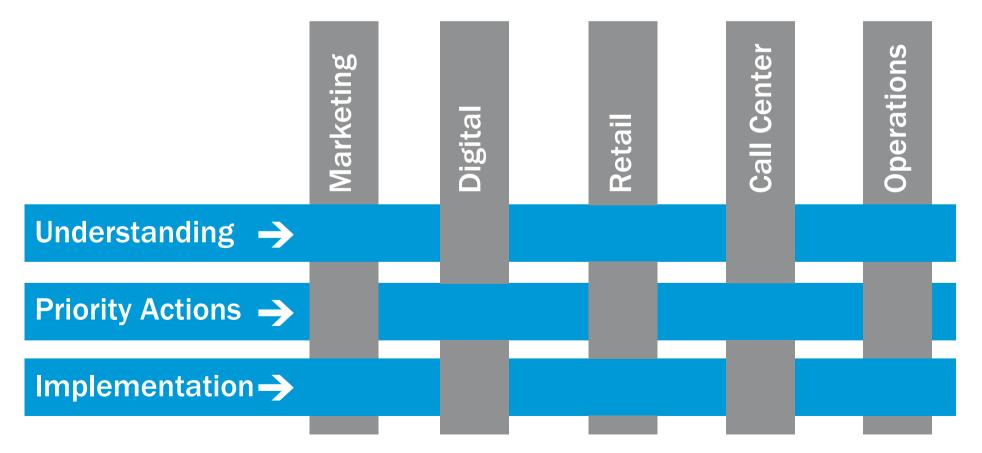




Extend their use across multiple parts of your business

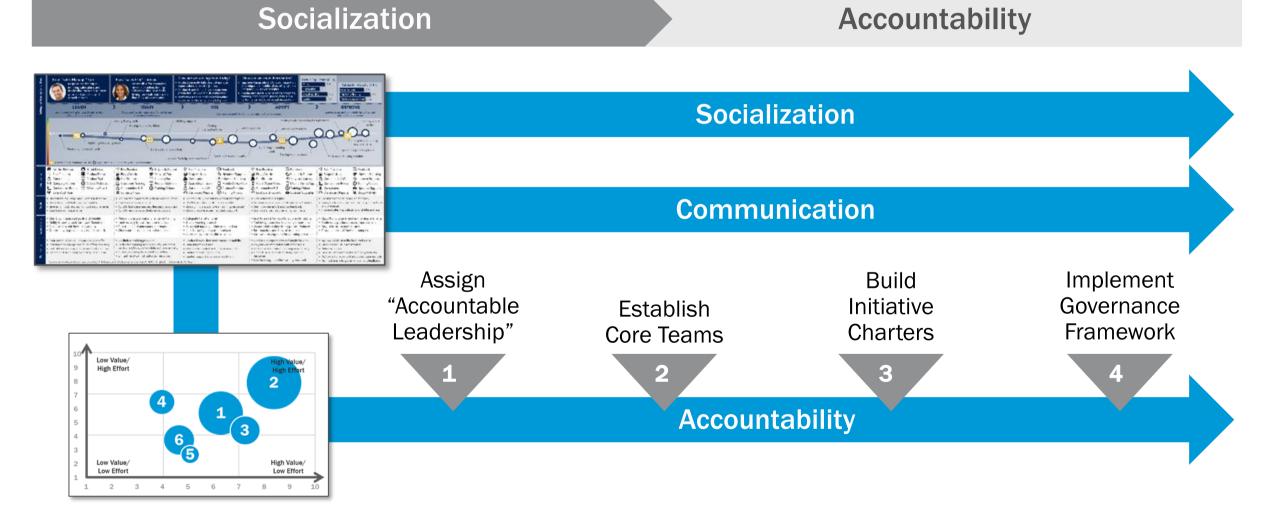
Used in Functional Silos

Used Across the Organization



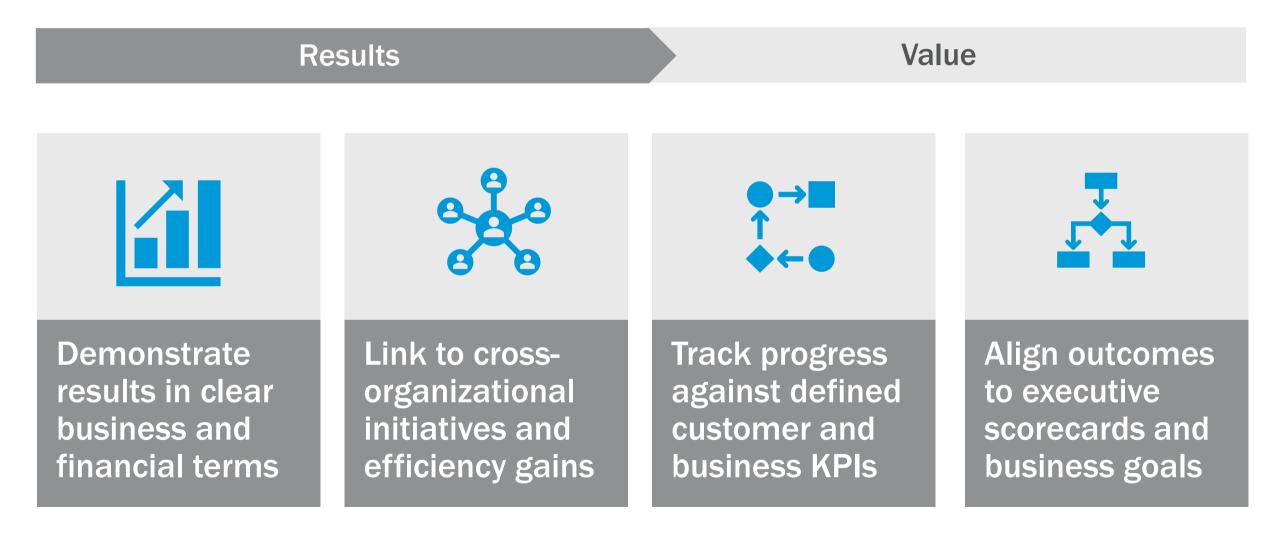


Create understanding, driving stakeholders to action



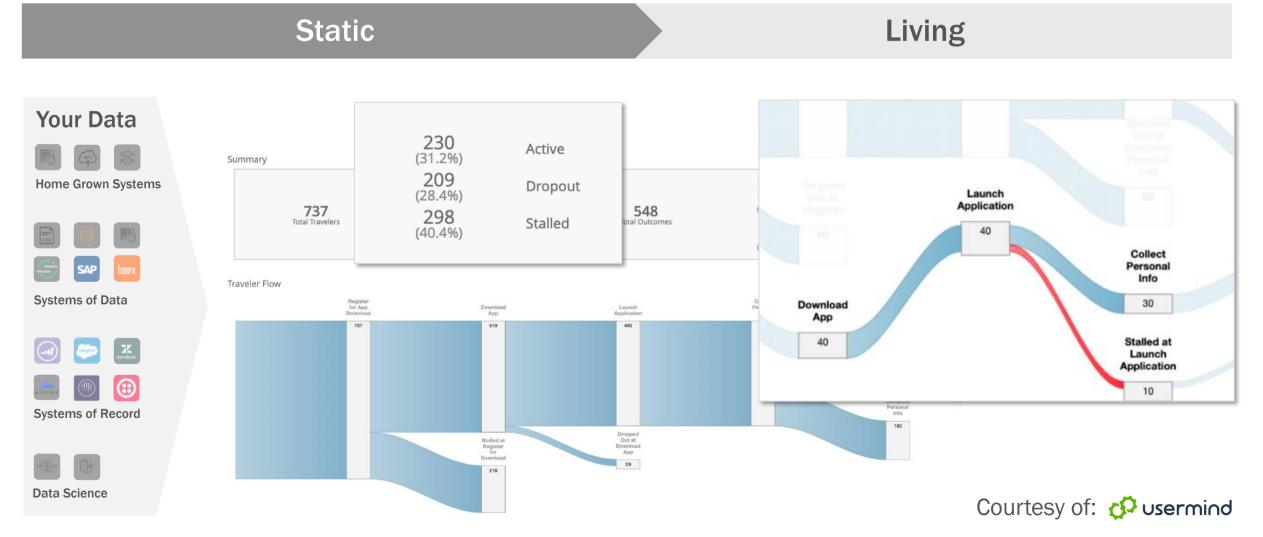


Don't stop at 'results'—link to measurable business value





Explore ways to bring your journey maps to 'life'

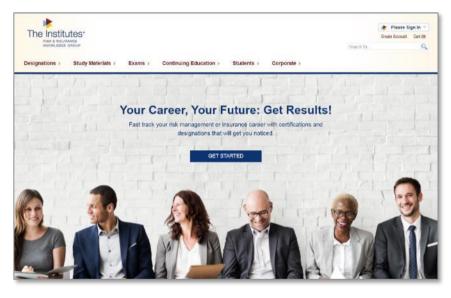


Today we're going to: Discuss common journey map activation challenges; see how one firm is using them; share some key enablers; answer your questions.



About The Institutes

- We are a 501(c3) that provides educational support, resources and leading research to the insurance community.
- Offering a wide variety of risk management and insurance courses, programs and professional development opportunities.
- Helping those in risk management and insurance better serve the public.





RISK & INSURANCE KNOWLEDGE GROUP

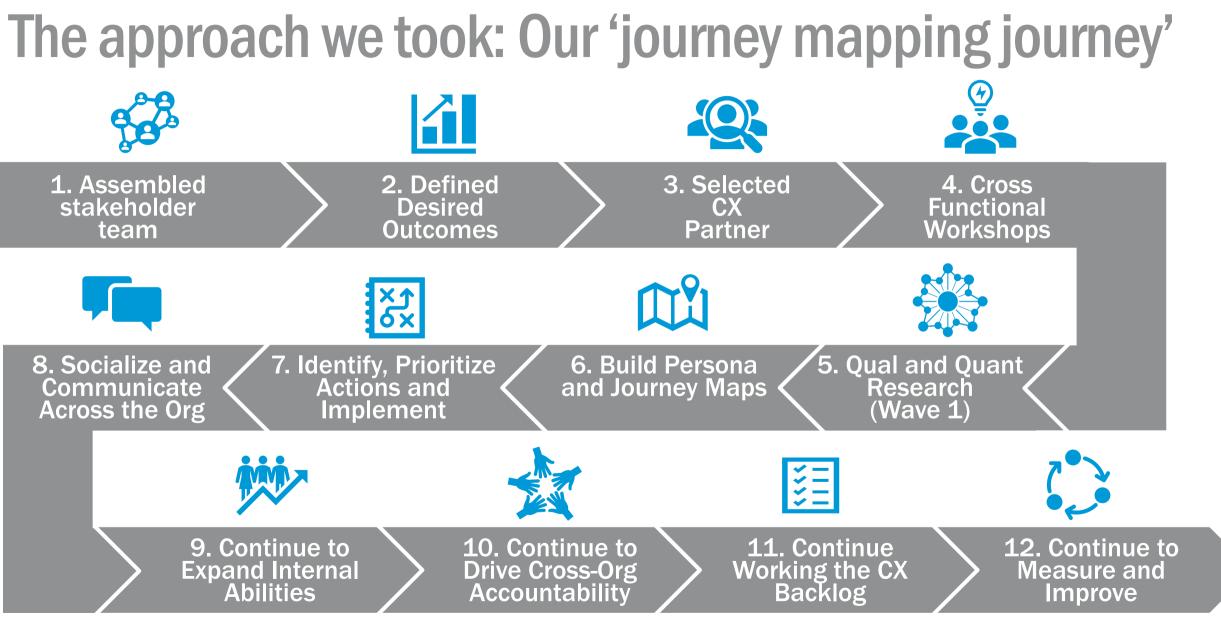


The goals that drove us to consider journey mapping

"Deliver an engaging experience for prospects and customers—one that is meaningful, relevant, personalized, and aligned across channels."









What we knew

What we heard

What we measured

Touchpoint Performance Across the Journey

The performance is inconsistent across the journey; Underwriters

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NUMBER OF A DOMESTIC PROPERTY CONTRACTOR CON mcom cx Who participated in our research? Total of 46 participants across two audiences and four personas Participants n=8 nu14 n=13 -4 28 642 12and and data also of 24 perce and <1 21 21 23 125 Housed Website Visit mcorp cx Persona highlights White Park(7) Kookimees 2nd/ Key Differences among the personas Keys to success What stands in their way. Gender phening course content and applying it to their shares path termining course applicability Course materials that are not enged include content not is second on finite denired pech inding the time to study as they have broable with establish Settisfield is less appearing options for group or second pairs for a very solutions. Finding the time to study, not a routine Not and prefer lighter councer can help them o surve is an ensure that are not engaging and context that is no outed on their industry (using to follow of case studies) descionding of how to be if ubits study materials

Performance Gap at Key Interactions by Persona and Journey Stage -Unkneten - Clana Seculara - The Mensora Stage					
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Voice-of-the-Business Online Focus Groups With Key Persona Quantitative Customer Lifecycle Research

What we learned....



Some of the immediate "quick hit" actions we took...



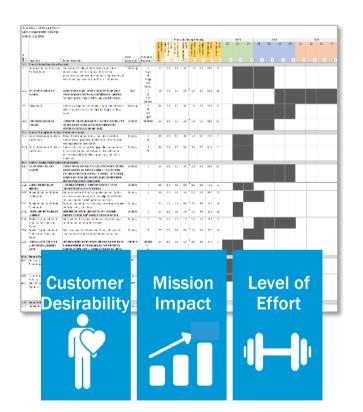


Longer-term actions: Driven by insights and prioritization

Define/Prioritize Initiatives

Near-Term "Quick Hits"

Longer-Term Actions





Re-Invent Digital Experience

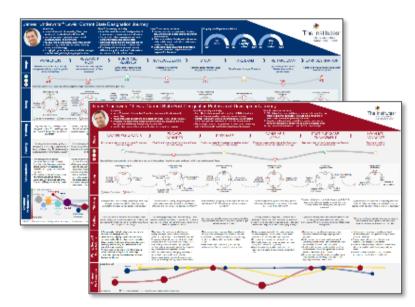
Focus on Customer Lifetime Value

Evolve Corporate Culture



With our journey maps creating real (better!) experiences

Some of the many ways we are using our journey maps...







Teams Actively Using journey maps

Building Journey-Centric Marketing Programs Driving Persona-Centric Product Design



Where we're going from here: The journey continues...

Embed Data and Customer Insights Into Decision Making	Inform Product Development	Drive Cross-org Understanding of the Customer
Align Content to the Customer Journey	Adapt Messaging to Customer Expectations	Ongoing Refinement of Personas and Journey Maps

Today we're going to: Discuss common journey map activation challenges; see how one firm is using them; share some key enablers; answer your questions.

Bringing journey maps to life—activating them to deliver real experience improvements—is a journey itself.

And as with every journey, it's easier with the right partners, and the right tools. These six 'enablers' can help accelerate your journey...

Takeaway: Six journey mapping activation enablers...

Executive Support Partner with stakeholders committed to change

Measure Continuously Journey-level metrics will elevate trends and opportunities **Governance Systems** Engage with existing governance groups to secure support

Accelerate Time-to-Value Make it a priority to identify and share 'quick wins' as you go Journey Data and Analytics Leverage data to tie real-time insights to prioritized actions

Ongoing Improvement Continually assess journeys and adjust to optimize CX **Today we're going to: Discuss** common journey map activation challenges; see how one firm is using them; share some key enablers; answer your questions.

Any Questions? It's time for a brief fireside chat...

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Michael Hinshaw D: 1-415-526-2651 mhinshaw@mcorp.cx Stephen Shay D: 425-761-4000 sshay@mcorp.cx