

# Insight exploration: customer journey mapping

Assemble a team

Hot spots are where we can either win over or greatly disappoint people

Lay down big journey steps – try not to have too many. Agree 3-4 'moments of truth' hot spots

Map out actions that matter to people at each step – what delivers a great experience

Agree what must be tackled as a priority

This tool can identify key needs, likes & dislikes & current experience, helping to plan the best 'experience' and where communication is most appropriate.

Type of journey	
Hot spot	
Journey steps	
Experience at each step	
Key issues/opportunities	

Note: Journey maps can be simple or complex:

- One overall or for each customer type
- Simple or detailed steps
- Complex choices e.g. different channels