

IMPROVEMENT & AVOIDANCE

CUSTOMER JOURNEY DESIGN

For exceptional customer experiences

Customer journeys run along numerous analog and digital touchpoints – with many opportunities to provide consumers with positive experiences that differentiate the company from the competition. But which touchpoints are truly decisive? And how do they need to be designed to reinforce the “moments of truth”? Customer journey design from Arvato CRM Solutions answers these questions.

In markets where competition is intensifying and where products and services are increasingly interchangeable, exceptional customer experiences are a decisive competitive edge. This is what sets companies apart from their competitors: Recent studies like the Service Benchmark 2017 from the management consultancy Pidas show that good service is more important to customers than great products or low prices. And the analysts from Gartner believe that around 90 percent of all companies have already recognized this competitive advantage.

One of the challenges here is that the digital transformation with its multiple changes has also led today's consumers to place much higher demands on companies than in the past. In order to get information and receive service they want to communicate with a company through various channels. The customer journey has therefore become much more complex. For your company to really live up to these increased expectations, you need to look at your processes and services from the point of view of your customers. ↘

CUSTOMER JOURNEY DESIGN

- ◎ Analysis of the customer journey from the awareness phase to the advocacy phase
- ◎ Identification of breaks and gaps in the customer journey
- ◎ Enhancement of positive customer experiences and improvement of negative ones
- ◎ Recommended actions are derived in order to design an optimal customer journey

The aim is to further reinforce positive experiences within the customer journey and to improve negative ones, especially at the points that play a central role in each customer's journey – the moments of truth.

The crucial questions are: At what points does a consumer get in touch with your company? Which needs does he or she have at these specific points? Which departments or offers are involved? And above all: How does the end customer feel at each stage of his or her journey? To answer these questions, we conduct a holistic analysis from the end customer's perspective.

We follow a four-step process for this:

- Define customer personas that represent and describe specific customer segments as accurately as possible, such as through demographic characteristics, values, etc.
- Describe the individual phases of the customer journey, including the relevant communication channels, from the awareness phase to the advocacy phase. For example, where and how does the customer search for information?
- Identify the objects and people with whom customers interact on their journey – this may be a customer service representative in the service center or product information on the company website.
- Description of customers' feelings in the respective phase. Are they impressed by a call to the service center because the customer service representative has solved their problem quickly and competently or are they frustrated because it has not been solved?

This analysis provides us with a so-called customer journey map – a map that represents the customer's journey. It creates awareness of the wishes of your customers, shows gaps and breaks in the customer journey and makes particularly positive or negative experiences of consumers visible.

Since recommendations for action can be derived from the customer journey map, it serves as the basis for further consulting by our experts. For example, it may be useful to expand the company's communication channels or to include a chatbot on the company's website to improve self service offerings. It may also be that the monthly invoice merely needs to be structured more clearly for customers to avoid ambiguities and queries. Whatever your customer journey map looks like, we develop customized service experiences for your customers. This way you can reach your customers precisely where they are in their journey and contact them at the right time with the right information using the right channel.

Would you like to find out more about how to make the most of the customer journey? Please contact us – we will be happy to advise you!

OUR EXPERTISE, YOUR BENEFITS

- ◎ The customer experience plays a central role in determining whether consumers choose a long-term customer relationship
- ◎ With a customer journey designed by Arvato CRM Solutions you create an exceptional customer experience
- ◎ This enables you to offer your customers a service experience that differentiates you from your competitors

[Any further questions? Please get in touch with us.](#)

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We build on technology and profound experience to create a differentiated experience for your customers and greater trust for you. But most important for your success are our 45,000 employees, who make sure that customers are satisfied at more than 100 sites in 27 countries and in 35 languages.

Driven by technology. Differentiated by experience. Powered by people.