



# **Team Dogwood**

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**Growing a positive customer experience**



**Jennifer Hoggatt**  
**Department of Natural Resources**



**Eric Younger**  
**Department of Social Services**



**Chris Clause**  
**Department of Elementary and  
Secondary Education**



**David Lee**  
**Department of Public Safety**

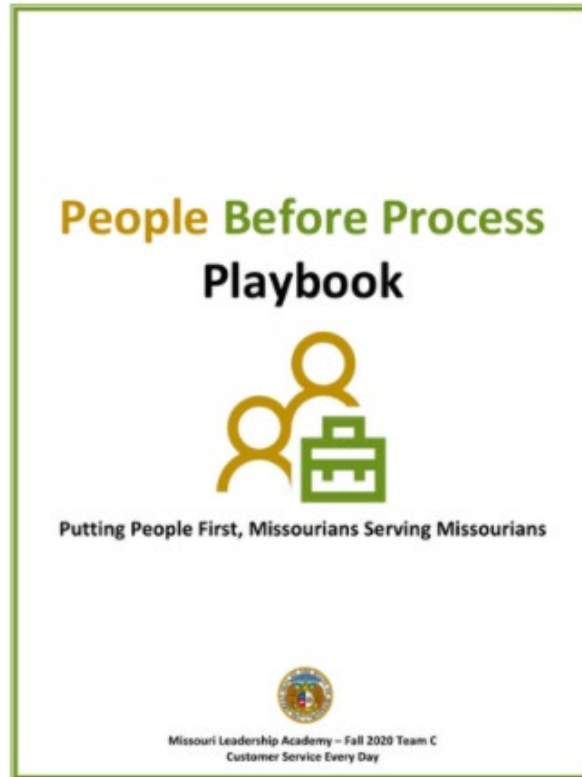


**Jon Sabala**  
**Department of Mental Health**



**Christina Carver**  
**Department of Economic Development**

# MLA Team #5 Capstone Recap



- How to foster a customer service mindset
- How to identify customers
- Introduced the basics of customer journey mapping
- How to embed customer service conversations into ENGAGE meetings

# State of Missouri – Current Status



- 9 out of 16 Department Placemats
- 2 out of 16 OpEx Leaders

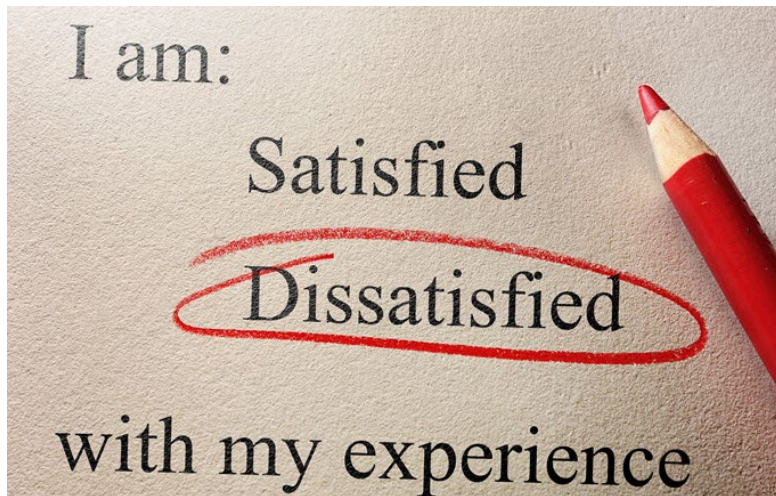
Customer  
Dissatisfaction

=

Consumes State  
Time/Dollars & Creates  
a Frustrated Workforce

+

Lack of Confidence in  
State Departments

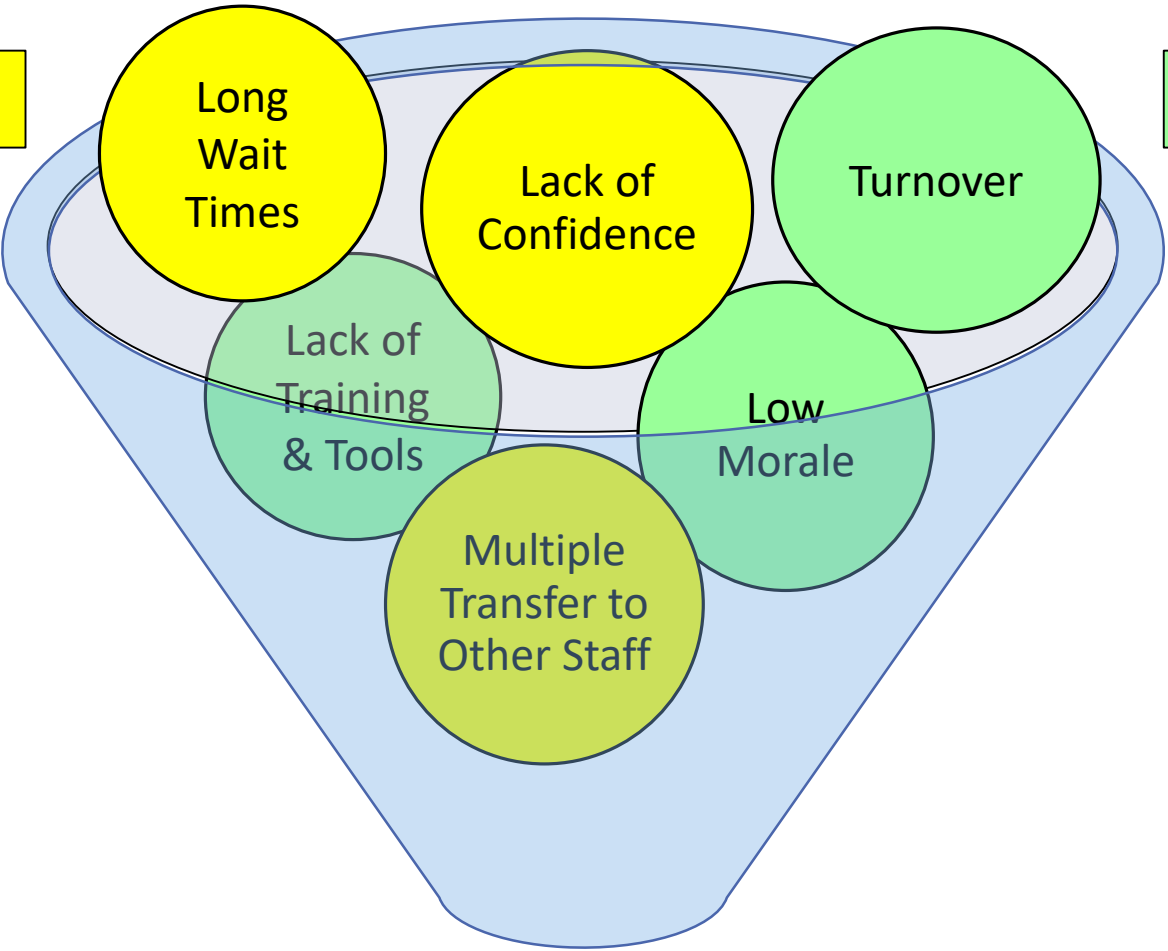


# Impact on the State of Missouri

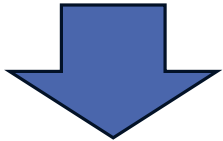
- Working the same issue multiple times
- Rework
- Escalations



Customer



SoM Team Member

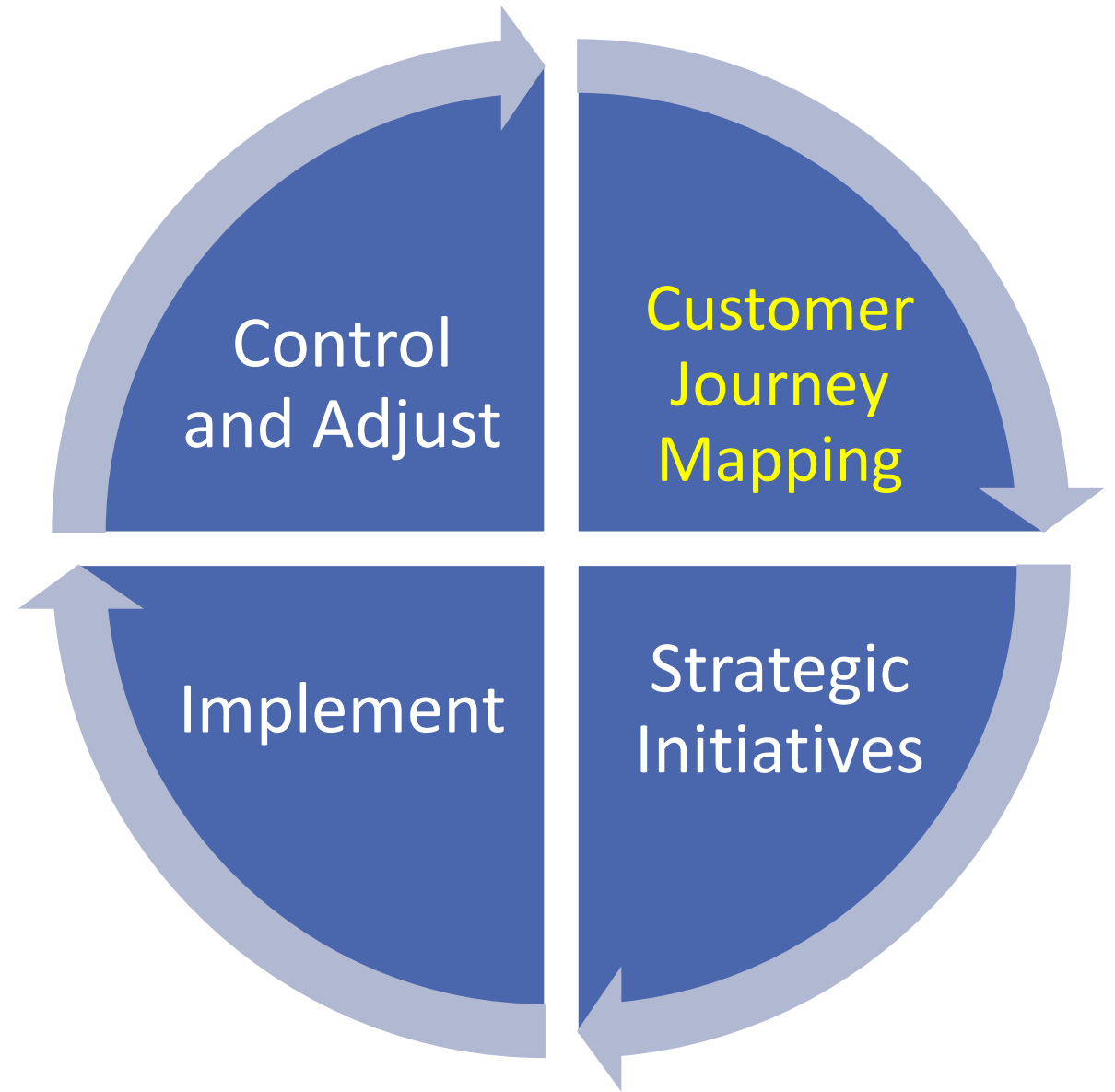


Dissatisfaction

How can  
Departments in the State of Missouri  
leverage data to drive strategic initiatives  
to improve customer experience?



# Customer Journey Mapping is a Continuous Cycle



# Customer Journey Mapping



Mapping the  
Customer's Feelings



# Customer Journey Mapping Toolkit

## One stop shop

- Pre-event, day of event, and post event activities
- Training recommendations
- Data collection
- Communication templates

After the event closing and next step planning triggers



# Facilitator Checklist

- Instructions on using the tool and preparations for event
- Gives users roadmap to pre, during, and post event activities
- Provides links to recommended training
- Allows facilitator to assign tasks and make notes on status or concerns

Customer Journey Mapping Facilitator Checklist				
Welcome to the Customer Journey Mapping Toolkit. This tool will provide you with the start to finish process of identifying your customer persona, mapping their touchpoints, identifying opportunities and developing recommendations to improve the customer experience.				
Timing	Completion Status	Task	Notes for Planning	Owner
Pre-event		Identify the specific service or product that the customer experience will be mapped.		
		Establish start and end of touchpoints to be evaluated to help guide completion of mapping.		
		Identify event participants and stakeholders.		
		Validate timeline for event.		
		Identify meeting space that meets attendee and activity		
		Prepare meeting agenda.		
		No less than 2 weeks prior to event send meeting invite along with agenda that includes pre-training coursework and materials to help inform of specific service or product to be mapped.		
		<a href="#">Customer Experience: Journey Mapping - Facilitator Jeannie Walters</a>	Recommended training	
		<a href="#">Journey Mapping: Case Study in Action - Facilitator Jeannie Walters</a>	Recommended training	
		1 week prior to event send a reminder email to attendees with agenda, expectations, and links for prep material review.		
	Prepare meeting materials such as PowerPoints, participant packets,			
	Gather materials for event such as post it notes, large sheets of plotter paper for mapping, sharpies, tape, scissors, etc.			

# Customer Persona

## Customer Persona Information Sheet

Group Customer Represents	Background			Demographics			
	Company	Title	Education	Gender	Age	Socioeconomic Status	Location
<i>example: Standard customer</i>	<i>Jefferson City Schools</i>	<i>Elementary School Counselor</i>	<i>Graduate degree</i>	<i>Female</i>	<i>30-45</i>	<i>Middle (\$XX - \$XX)</i>	<i>Central MO</i>
Goals		Challenges			Expectations		
Short-term	Long Term	Business	Personal	When dealing with customer service representatives		When dealing with your agency	
<i>To become certified as a School Psychologist</i>	<i>To seek new ways to serve in a public school setting</i>	<i>Receive certification in time for new role</i>	<i>Very little time</i>	<i>Has a southern drawl and speaks very fast</i>		<i>To quickly and easily obtain certification documentation from DESE</i>	
				<i>Does not like to repeat themselves</i>		<i>Have certification in hand begin the process of transitioning into a new role.</i>	

Persona drives customer touchpoint and impressions experienced for this customer.

# Physical Journey Mapping Activities



Looks similar to process mapping event but again focuses on the customer touchpoints and the impression the customer has during this interaction.

# Customer Touchpoints



## Customer Journey Mapping Touchpoint Tracking

Touchpoint	Description of Activity	Impression	Probability to Advocate	Risk Quadrant
Deciding to get certification	Begins evaluating if would like to become a certified as a School Psychologist	Moderately Satisfied	Occasionally	Neutral Impression Not Urgent
Visiting website	Visits website to identify what is needed and how to obtain certification. Becomes confused by process as many links are outdated and do not take to expected resource	Very Dissatisfied	Never	Poor Impression
Calls agency	Unable to clearly identify process from website calls number listed and is told to call another number for information	Moderately Dissatisfied	Rarely	Poor Impression
Calls agency	Calls number directed to and gets direction and resource links to obtain certification	Very Satisfied	Often	Positive Impression

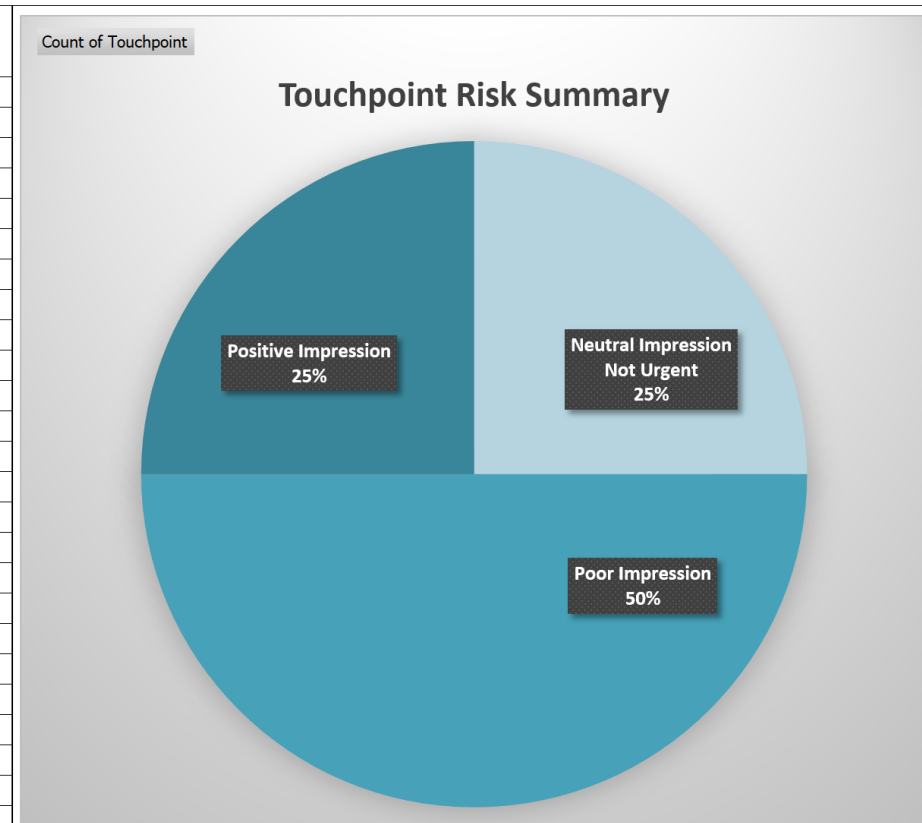
Documentation of touchpoints assumed taken by specific customer persona

After documenting impression and probability to advocate will automatically assign risk quadrant

# Prioritization Graph

## Customer Touchpoint Prioritization Graph

	Touchpoint	Impression	Probability x to Advocate =	Score
T1	Deciding to get certification	2	3	6
T2	Visiting website	5	5	25
T3	Calls agency	4	4	16
T4	Calls agency	1	2	2
T5				
T6				
T7				
T8				
T9				
T10				
T11				
T12				
T13				
T14				
T15				
T16				
T17				
T18				
T19				
T20				
T21				
T22				
T23				
T24				
T25				





# Customer Experience Opportunities Summary

Customer Experience Opportunities Summary				
Touchpoint	Risk Quadrant	Recommended Action	Identified Challenges	Key Performance Indicator (KPI)
Deciding to get certification	Neutral Impression Not Urgent	No action	No additional action	No additional action
Visiting website	Poor Impression	Promote to project	Website outdated need to update content. Current site evaluation and identify gaps in customer needs.	Website traffic report Customer feedback results
Calls agency	Poor Impression	Promote to project	Number from website not correct team. Hold time long only to not be able to resolve inquiry.	Call hold times and abandon % One call resolution statistics
Calls agency	Positive Impression	No action	No additional action	No additional action

# Lessons Learned Log

Lessons Learned Log					
Date Recorded	Identified By	Negative/Positive	Category	Describe Situation	Recommendation/Comments
01/01/22	Jonathon Williams	Negative	Event Tools	Only had two colors of post-it notes so unable to categorize all journey impressions throughly.	Have a minimum of 5 colored post it notes in future events.



- Surveys to team
- During event documentation
- Lessons learned meeting

# Close Out Report Summary

Captures event details in one report

- Event date
- Customer persona
- Participants
- Touchpoints and risks
- Recommendations
- Lessons learned

Customer Journey Mapping Event Close Out Summary	
<b>Event Summary</b>	
<b>Date of Event</b>	
<b>Customer Persona Group</b>	example: Standard customer
<b>Event Facilitator</b>	Jane Doe
<b>Event Participants</b>	
John Doe	Jillian Doe
Martin Buck	Emma Doe
Evan Buck	Beatrice Fawn
<b>Impression Risk Quadrant Summary</b>	
<b>Risk Quadrant</b>	<input checked="" type="checkbox"/> <b>Number of Impressions</b>
Neutral Impression Not Urgent	1
Poor Impression	2
Positive Impression	1
<b>Grand Total</b>	<b>4</b>
<b>Impression Recommended Action Summary</b>	
<b>Recommended Actions</b>	<input checked="" type="checkbox"/> <b>Number of Impressions</b>
Promote to project	2
No action	2
<b>Grand Total</b>	<b>4</b>

Risk Quadrant	Number of Impressions
Positive Impression	1
Poor Impression	2
Neutral Impression Not Urgent	1

Recommended Action	Number of Impressions
No action	2
Promote to project	2

“Departments and Agencies implement the journey mapping tool to drive strategic initiatives to improve customer experience.”

