



CUSTOMER EXPERIENCE JOURNEY MAPPING TOOLKIT

The time is now to implement this tool and improve customer experience statewide.



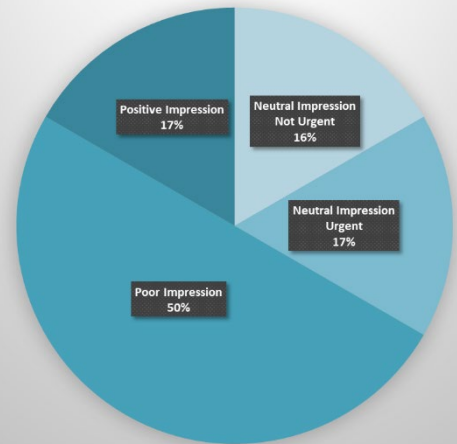
Customer Journey Mapping Touchpoint Tracking

Touchpoint	Description of Activity	Impression	Probability to Advocate	Risk Quadrant
Deciding to get certification	Decides to get CDL license and change truck driving	Very Dissatisfied	Never	Poor Impression
Test 1	Really just need to test formulas	Moderately Dissatisfied	Rarely	Poor Impression
Test 2	Test 2 description	Very Dissatisfied	Rarely	Neutral Impression Urgent
Test 3	Test 3 description	Moderately Dissatisfied	Never	Poor Impression
Test 4	Test 4 description	Very Dissatisfied	Never	Poor Impression

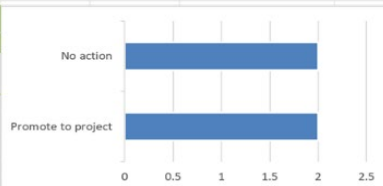
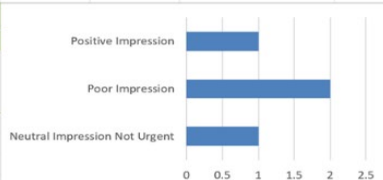
- ❖ Dropdown Visualization
- ❖ Easy to Use Drop Down Options
- ❖ Autofill's Additional Sheets in the Toolkit.

- ❖ Touchpoint Risk Summary
 - Captures the Before, During and After Experience
- ❖ Scores Impressions
- ❖ Clear Visualization of Results
- ❖ % Results to Drive Strategic Initiatives

Touchpoint Risk Summary



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



- ❖ Close Out Report
- ❖ Consolidates Information About Input/Outputs
- ❖ Communicates Recommendations

We Have To "Walk a Mile" In Their Shoes