

Customer Journey Mapping - Jargon

Buster

Expert Training for Government Transformation



Customer journey mapping definition

The process of creating a customer journey map, a visual story of your customers' interactions with your service

Why is this important?

It is a tool that helps design user-friendly services tailored to meet the diverse needs of the users, ultimately leading to better service delivery and higher satisfaction among citizens.

Opportunity points

The specific moments or areas within the customer journey where there is potential to make improvements that enhance the service, thereby delivering more value to the users/customers.

Before getting started



Set the objectives, scope and journey type

Which customer?












Choose single customer or segment

Example of a customer journey map

Objective, scope and journey type: organising and depositing recycling

Customer: Tina Foil

Key journey steps	Realises unsure when recycling day is	Searches online for details	Orders bags	Separates out recycling and places it in bags	Takes recycling to the bins	Deposits recycling	Notifies that recycling has been collected
Actions, feelings, thoughts and reactions	<p>Having moved into Tetra Pak Tower earlier in the week, Tina's flat is full of boxes and wrapping following the move.</p> <p>She realises that nobody has told her when recycling is collected on the estate nor how to go about it.</p> <p>She decides she needs to figure this out so that she can clear the flat of the waste and settle in.</p>	<p>Tina searches the council's website to find out when recycling is collected.</p> <p>This takes some time because it's buried 6 clicks into the website. But she gets there in the end and discovers the recycling is collected first thing every Wednesday (tomorrow morning).</p> <p>She reads that recycling can be separated out into special bags. No bags were given to her when she moved in.</p> <p>She decides to order the bags online and to throw the recycling in the general waste for now.</p>	<p>Tina's bags arrive in the post a week later.</p> <p>It's not clear from the bags themselves what is supposed to be placed inside them. She remembers from her last local authority that paper and card need to be separated out from the plastics.</p> <p>She's a bit confused about this but doesn't think about it much until the following Tuesday evening.</p>	<p>On the Tuesday evening, Tina has rushed back from work and has cooked dinner. It's 8pm and she remembers she has to put out the recycling.</p> <p>She knows the recycling crew comes first thing in the morning. The last thing she wants to be doing late at night is to sift through the recycling but the flat is full of stuff that she needs to get rid of so she gets to work.</p> <p>She is frustrated that she doesn't know what needs to be separated out and how. She uses her best judgement and gets it into the bags - card and paper in one and plastics in another.</p>	<p>Tina lives on the 10th floor of Tetra Pak Tower. She has two massive bags of recycling and realises that taking it downstairs is going to be an absolute mission. As she is walking to the lift, the plastics bag breaks and spills all over the floor.</p> <p>Rather than re-pack it, she decides to put the plastics in the general waste back in the flat.</p> <p>When she gets downstairs the recycling bins are at the back of the tower, outside. It's dark and there is lots of rubbish thrown all over the floor. She doesn't feel particularly safe.</p>	<p>Now that she has reached the recycling bins, Tina realises that both recycling bins are for mixed recycling (she didn't need to separate the recycling after all).</p> <p>Tina tries to lift the lid of the big recycling bin, but she can't get it open enough to place her bag inside.</p> <p>She decides to leave it on the ground next to the bin so she can get back to the flat as quickly as possible.</p>	<p>A few days later Tina takes a trip down to the bins to deposit some general waste. When she gets there she notices that her recycling has not been collected.</p> <p>One of her neighbours, Jack, explains that some of the card has still got food waste on it. Apparently if the card is contaminated like this, the council won't take it away. On the other hand he says that the council might not have picked it up because he hears that COVID has resulted in staff shortages.</p> <p>Irritated, Tina throws the card in with the general waste.</p>
Customer experience							
Touchpoints		Website search and Webform submitted	Bags arrive in the post			Uses council bins	
Moments of truth							

Key journey steps

Identifies key interactions and touchpoints with your service.

Describe in detail the customer's goals, motivations, and feelings at each step

Moments of Truth

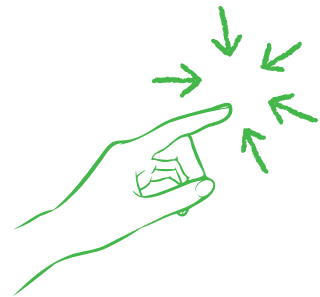


The point in their journey where your clients either fall in love with your product or turn away and leave


Positive moments of Truth = moments of glory

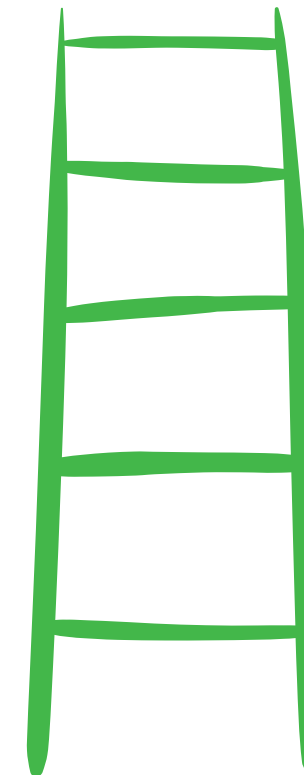

Negative moments = moments of pain

Touchpoints



Any time a customer, or potential customer, comes into contact with your service – before, during, or after

Capture actions, feelings, thoughts and reactions at each step



Track customer experience

