

A composite image of the Earth and the Moon in space, with the Sun in the background. The Earth is a small blue and white arc in the upper center, with the Sun as a bright yellow-orange glow behind it. The Moon is a large, dark, cratered arc in the foreground, curving across the bottom half of the frame. The background is a dark, starry space.

Customer Journey Mapping

“Open the pod bay doors, HAL”



Customer Journey Mapping

Objectives:

- Introduce you to journey mapping, where it can be used, and the high-level steps in creating a map

Cosmic Disclaimers

- Customer journey mapping, or experience mapping, is not new but continues to drive LOTS of interest from organizations of all types
- It is (or can be) a complex subject
- Your presenter is not an expert, but is learning, and thinks the concepts are valuable enough to share
- **This will just introduce and ‘scratch the surface’ of journey mapping, instigate visions of how it might be used**

Related Things

- Value Stream Mapping
- Patient Experience Surveys and Action Plans
- Patient & Family Advisory Councils
- Voice of the Customer

Consumer

Patient

Customer

Guest

What's Happening Out in Space

- Customers:
 - Have access to digital information, are informed, and more in control (consumers)
 - Expect health care providers to offer the same level of experience as other industries
 - Seldom feel expectations are always met
 - Will often not return after a single bad experience, or will certainly share complaints with others
 - **.....but, if they have a positive experience, +80% are likely to share and advocate**

What's Happening Out in Space

- What percentage of executives think the experiences **they provide their customers is “excellent”**?
 - 80%
- What percentage of customers think (overall) the **experience they receive is “excellent”**?
 - 8%
- Why? Customers have increasing expectations of experience



The Challenge.....and the Opportunity

- Customer experience occurs every instance that they interact with us and our services

.....and if that wasn't enough pressure.....

- Customer experience is whatever our customers think it is

Customer Experience

- Customers judge the quality of their experiences **based on how....**

- Easy
- Effective
- Enjoyable

....they perceive them to be.

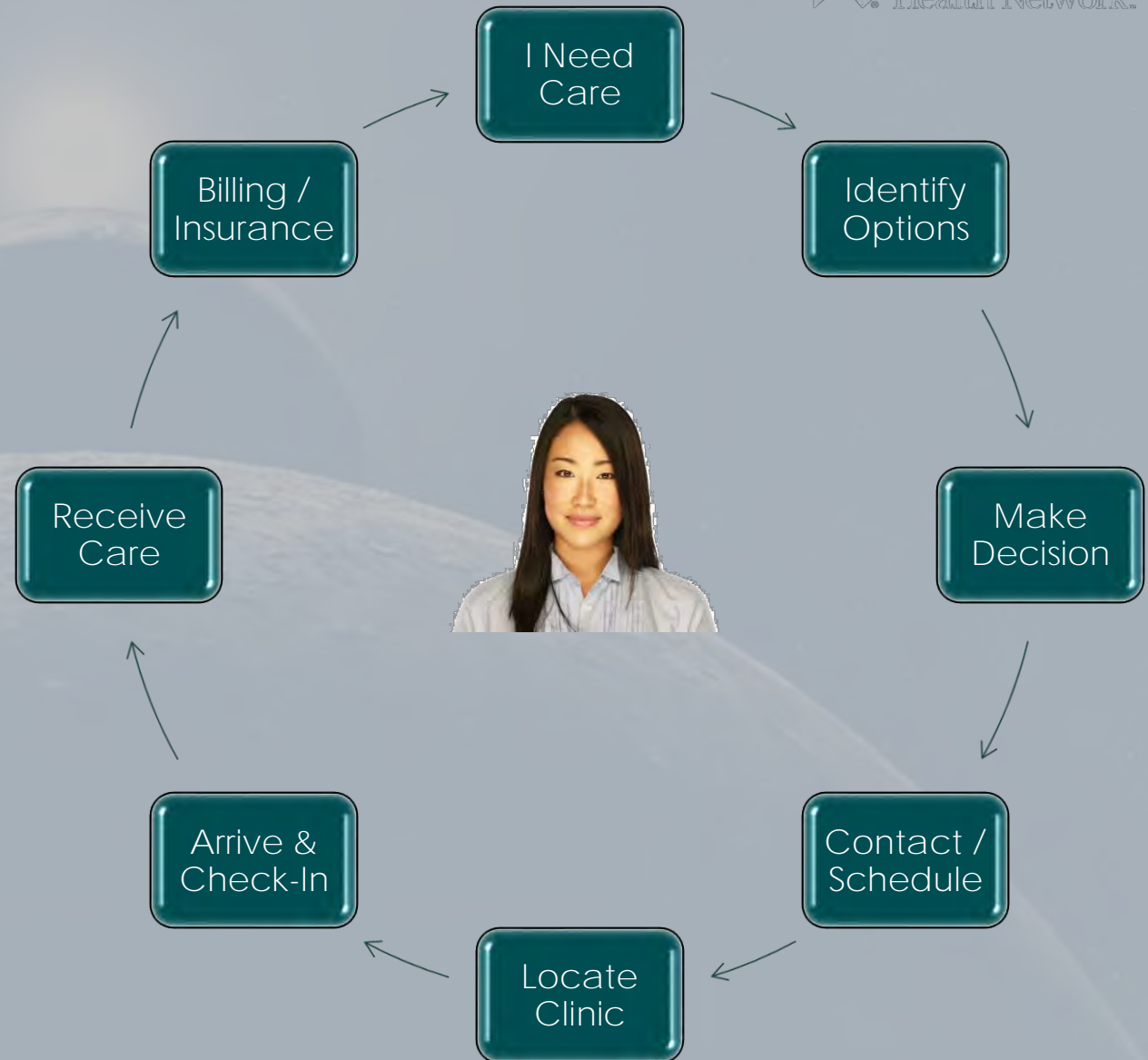
Customer Journey Mapping

- In short,
 - the world in which we serve our customers and do business has changed
 - customers, and their expectations, have changed
- The one sustainable advantage is to deliver a higher quality customer experience across all interactions

Customer Journey Mapping

- Providing the experiences customers want requires **“seeing” the journey through her eyes.....and doing so across...**

- Different Segments of the Journey
- Interactions
- Devices
- Service Lines and Channels

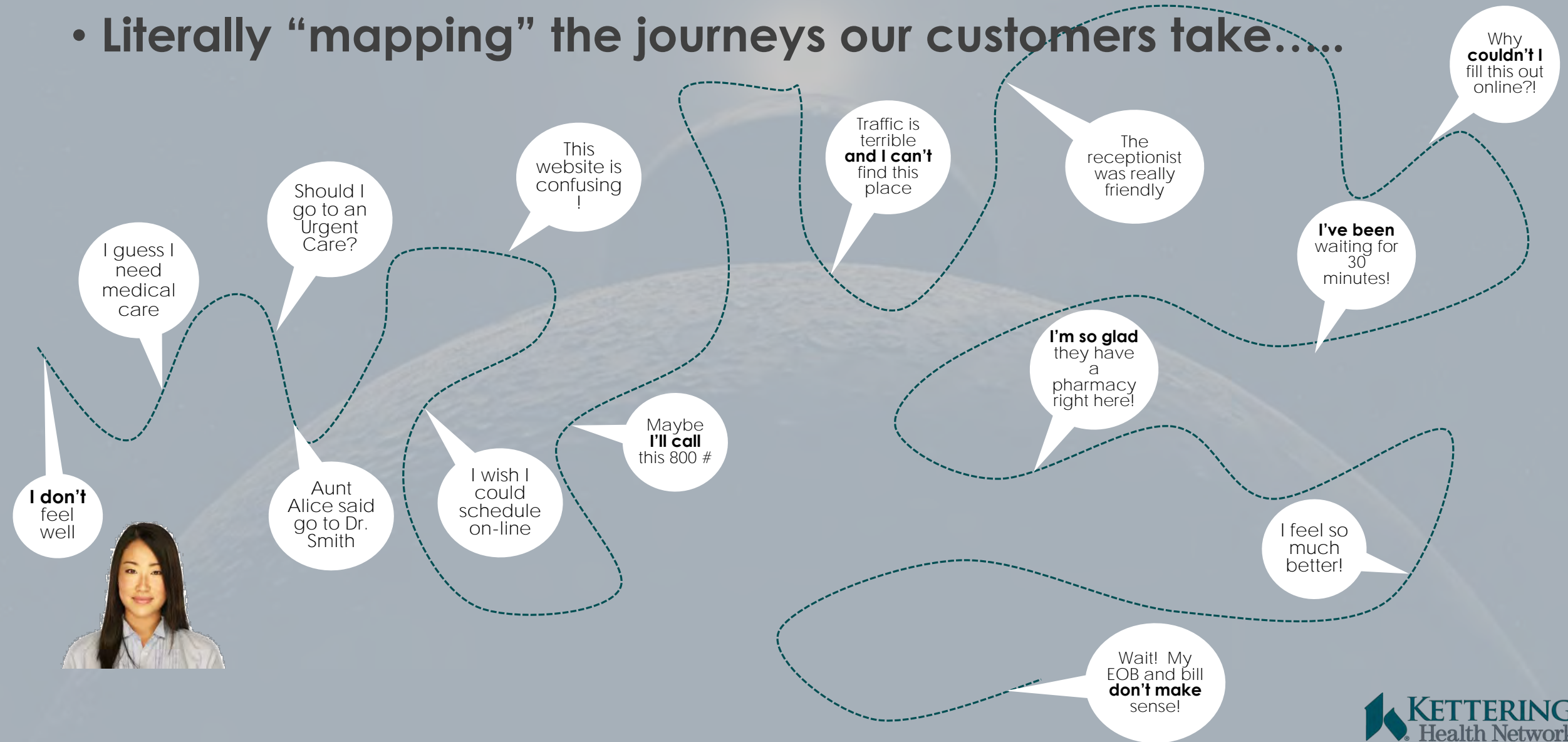


Customer Journey Mapping

- How can Journey Maps help?
 - **Forces us to think like customers, with an “outside-in”, customer focused, perspective**
 - Understand the reality of peoples lives – and empathize with them
 - **Helps identify / eliminate the service ‘silos’ and communication that impede customer goals**
 - Help make better decisions, informed by customer needs
 - See where to (re)design and improve systems and processes to better serve our customers

Customer Journey Mapping

- Literally “mapping” the journeys our customers take.....



Customer Journey Mapping

- **Journey mapping shows.....**


- **What's happening at each stage**
- **What “moves” customers from one stage to the next**
- Interactions and customer perceptions at each stage
- How to best improve performance and move customers through the journey

Customer Journey Mapping

To create a journey map, we need to:

1. Identify who is taking the journey = Persona

- Representation for all customers sharing certain traits



Newbie Natalie

Age 34

Background This is Natalie's first time for an MRI, so she's a bit anxious about it.

Insight Natalie's doctor's office printed out some WebMD pages about MRIs to help her understand what to expect.

EXPERIENCE FACTORS Natalie has little healthcare experience, including advanced imaging, so she's anxious.

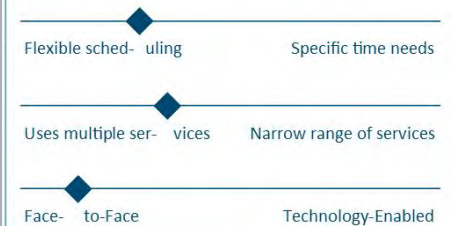
Factor	1	2	3	4	5
ANXIETY				●	
TRUST			●		
HEALTHCARE SAVVY	●				

Seniors Segment



The **Seniors Segment** is made up of 65+ year-olds. Many are retired, so have time to schedule check-ups during the day. The majority prefer to schedule their visits over the phone, talking to a scheduler in person. They will wait until their "regular" doctor is available, even when sick.

While this is changing, older seniors do not typically utilize their health records online, preferring to keep paper copies.

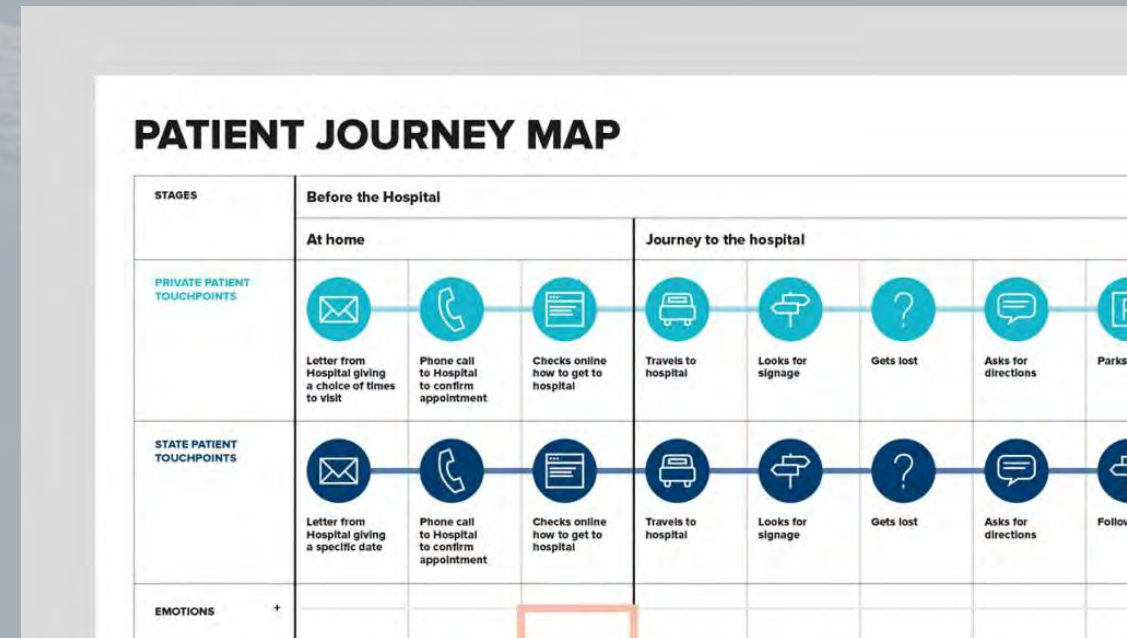


Customer Journey Mapping

To create a journey map, we need to:

2. Tell their story

- Form a team
- Assess and gather data from customers and SMEs
- Quantitative and qualitative to gain deepest insights
- **Assemble the story or “journey”**
- Identify as many interactions and touchpoints as possible
- Create the current state map

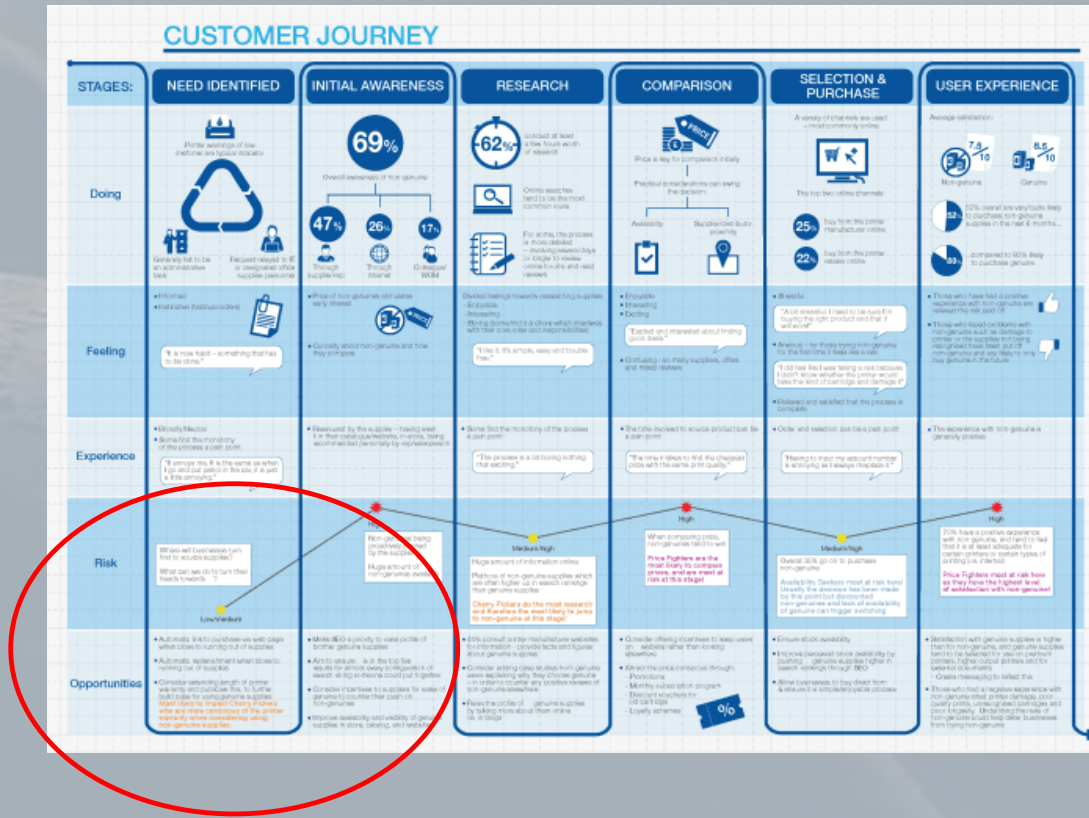


Customer Journey Mapping

To create a journey map, we need to:

3. Identify issues and brainstorm improvements

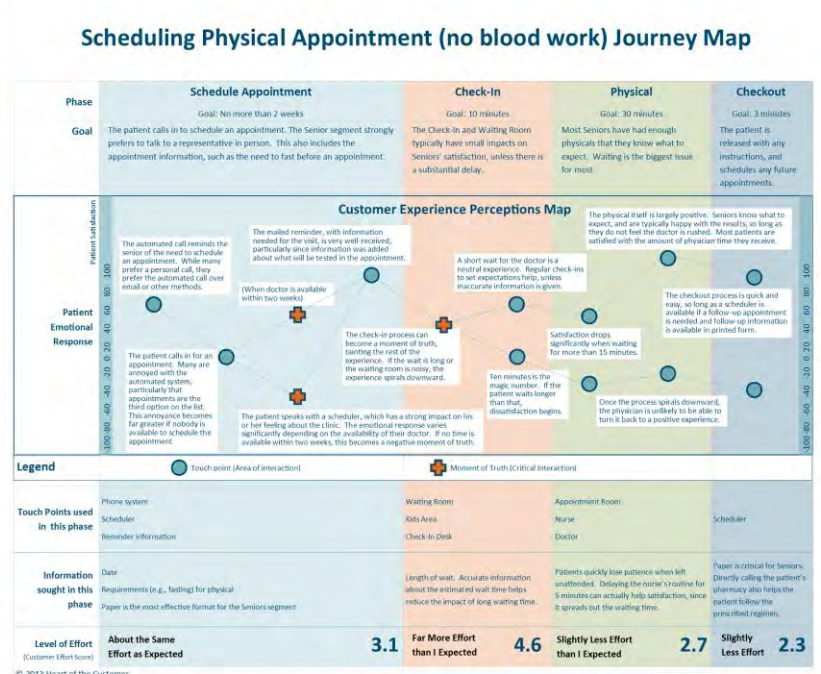
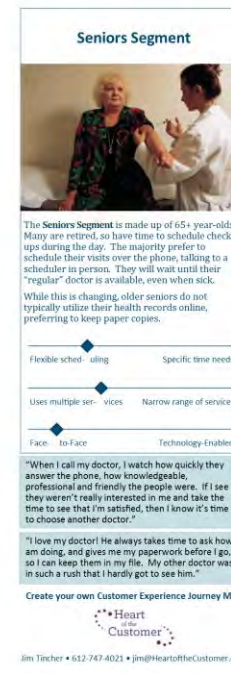
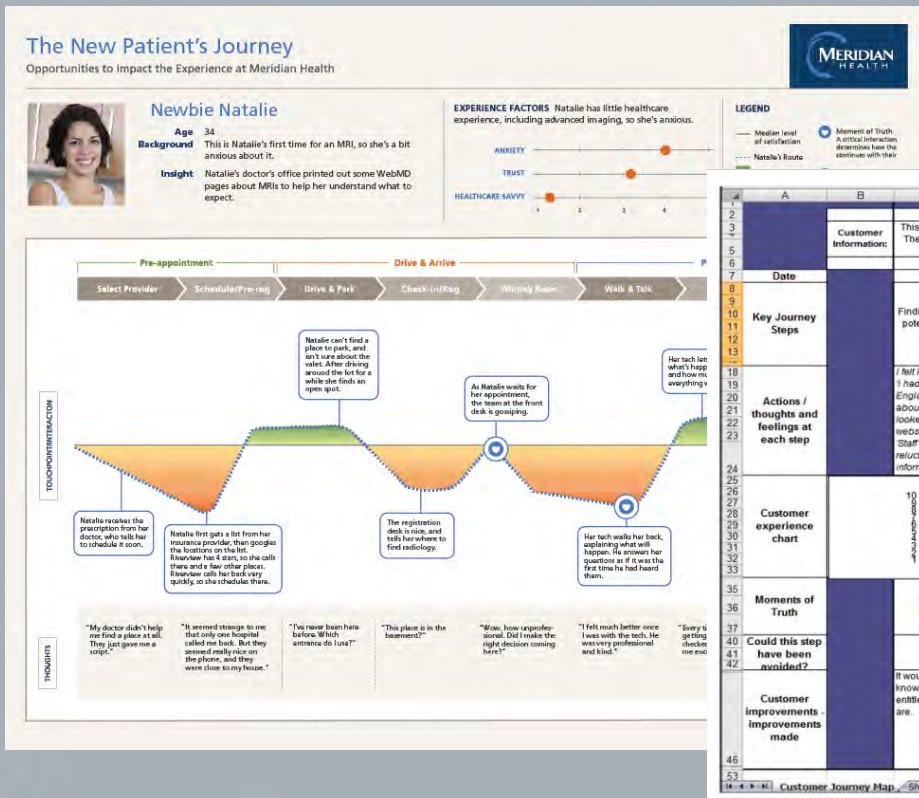
- **What are customer's experiencing? How does it make them feel?**
- What are their expectations? Which ones are we not meeting?



4. Create an action plan to address gaps

Customer Journey Mapping

- There is no one way to create a journey map
- They can look different and be simple or complex, depending on the goal



Customer Journey Mapping

Six key journey map success factors

1. Clarify what you want to accomplish
2. Know whose journey (persona) you are mapping
3. Do the research: talk to your people and your customers
4. Persona and journey maps should be neat and easy to understand
5. Socialize and widely share across your business, involve and consult with key stakeholders
6. **Avoid “analysis paralysis,” Focus on a portion of the experience or low-hanging fruit first**

Customer Journey Mapping

Questions?

Customer Journey Mapping



Thank You!

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