

STRATEGY GUIDE

# How to elevate your customer's journey in 5 simple steps

ttec®



## Guide the experiences your customers desire

Customer centricity is an elusive goal. Most companies want to champion their customers but making it a reality can be challenging.

Fortunately, there are number of things an organisation can do to become truly customer centric. It starts with becoming a Customer Experience Brand – an organisation that sees the customer experience as central to differentiation and creating competitive advantage.

But what happens next? What's the right path to follow? Here are five steps to transforming CX, using the customer journey as a map to guide you.





# 5 steps

to guide amazing customer experiences

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## STEP ONE

# Learn what drives customer engagement

Develop a comprehensive understanding of not only the conscious needs of your current and future customers, but also the sub-conscious drivers that dictate their behavior. Simply put, if you understand your customers better than your competitors, you put yourself in a strong position to retain their loyalty.

Data insight can play a big part in establishing this depth of understanding. It is a process that never stops – drivers change and you need to ensure that you are well positioned to “see” when this happens.



### INSIDER TIP

To ensure sufficient diversity of thought, assemble a cross-functional team to drive customer understanding and analysis. This allows for a range of perspectives to be considered.





## STEP TWO

# Illustrate the entire customer journey

Establishing a highly detailed view of the end-to-end customer experience can be an incredibly powerful tool. An in-depth look provides a holistic visual perspective of the emotional journey the customer is on, allowing you to consider where new value could be created.

Customer journey maps can track the unique emotional journey of target customer groups across the enterprise, not just in one department or for specific tasks. In turn it should be used as a visual tool to identify opportunities for new value creation and deliberately designed experiences in sales, marketing, and other customer interactions.



### INSIDER TIP

A tell-tale sign of a weak customer journey map involves focusing on the touch points preferred by the organisation rather than tracking the actual customer journey.

## STEP THREE

# Create a personalised experience

A good journey map should track the emotional state of the customer, including how they may typically feel at any particular point. This provides an opportunity to identify the negative emotional states that you may wish to avoid, or positive emotional states you wish to create in the future.

Maps should also include key steps that do not involve the business, but are key steps for the customer, such as wait times. This, in itself, can often reveal new opportunities.



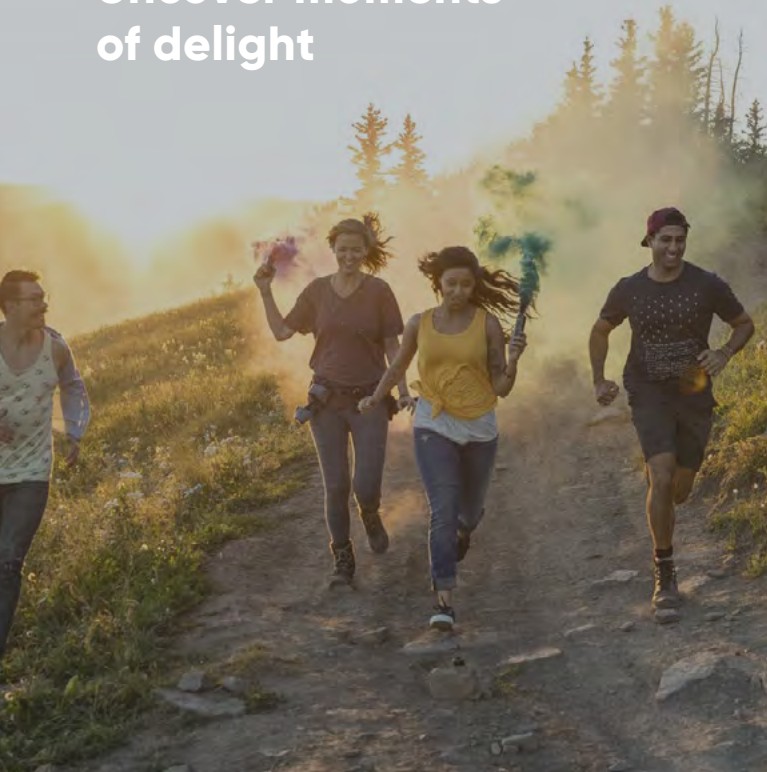
### INSIDER TIP

Analytics should be supplemented with ethnographic research and target observations. Surveys are a good start, but are very superficial tools and rarely get to the level of insight required to develop high quality customer journey maps.



## STEP FOUR

# Uncover moments of delight



With a current customer journey map in hand, you can now uncover opportunities to create new and unique experiences across key stages.

For example, eliminate or mitigate causes of negative experiences – where unnecessary effort is required on behalf of the customer, or where causes of stress, confusion and frustration emerge.

Only once this is achieved can we turn our attention to developing positive experiences that trigger an emotional connection. This is important because enduring memories are only established when an emotional feeling is triggered. This may include surprise (positive), amazement and delight.



### INSIDER TIP

Organise a series of creative workshops involving multiple stakeholders (including customers if possible) with an emphasis on creating many options to choose from at a later stage.

## STEP FIVE

# Champion customer-focused capabilities



Your employees are the heart of any customer experience strategy. How else do you trigger human emotions that become the basis of memories? Technology cannot do this alone.

When an investment is not channeled toward taking your employees on the journey and empowering them to deliver the desired new experience, you run the risk of leaving the execution of your CX strategy to chance.

Once a clear picture of your team's current capabilities has been established, a plan can be developed to bridge gaps through targeted training, mentoring and coaching.



### INSIDER TIP

Put real effort behind understanding CX strengths and weaknesses of your team. This should include assessing depth of knowledge, quality of skill set, adherence to process and prevailing mindsets.



A person with glasses, wearing a maroon t-shirt and teal shorts, is sitting on a wooden swing that hangs from a large tree branch. The swing is positioned on a sandy beach next to a rocky outcrop. In the background, the ocean is visible with several small wooden boats anchored. The sky is a clear, pale blue. The overall scene is peaceful and scenic.

## THE BOTTOM LINE

# A perfect CX destination

When done right, using customer journey maps to guide CX transformation can lead to sustained competitive advantage. This can take the form of tactical or strategic actions as defined by your strategy.

You will know when you have achieved success when your customer journey map plots an effortless experience where customers feel valued, appreciated and remain loyal.

## About TTEC

TTEC Holdings, Inc. (NASDAQ: TTEC) is one of the largest global CX (customer experience) technology and services innovators for end-to-end, digital CX solutions. The Company delivers CX technology and operational CX orchestration at scale through its proprietary cloud-based CXaaS (Customer Experience as a Service) platform. Serving iconic and disruptive brands, TTEC's solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next-gen digital and cognitive technology, the Company's Digital business designs, builds, and operates omnichannel contact centre technology, conversational messaging, CRM, automation (AI / ML and RPA), and analytics solutions. The Company's Engage business delivers digital customer engagement, customer acquisition & growth, content moderation, fraud prevention, and data annotation solutions. Founded in 1982, the Company's commitment to CX excellence has earned its leading client NPS scores worldwide. TTEC's nearly 59,000 employees operate on six continents and bring technology and human ingenuity together to deliver happy customers and differentiated business results. To learn more, visit us at [ttec.com/emea](https://ttec.com/emea).

