

# Customer Journey Mapping

Ellare work day to day with developers to work up the processes and direct interactions that customers have with your company when buying a new home with you. It's essential that our clients think about how information shapes the customer experience and we ask questions like...

- What information do your customers actually value and use?
- How and when do they use it?
- How does that influence their expectations and how they interact with you?

Our approach to customer journey mapping provides the executive team with a framework to identify and analyse all the related customer 'touch points' – when a customer makes a purchase, what information, support and follow-up do they get, value and appreciate?

We have solutions for when a customer has a problem, how do they contact and get resolution to their satisfaction?

## When customers call you, what do they experience?

Our customer journey mapping works with an emotional rollercoaster model that we know is what customers experience when buying. We help to map out the emotions that support all parties and set out how to communicate to meet the emotion and support satisfaction.

Emotion to create	+							
	-							
Customer experience is...								
<ul style="list-style-type: none"> <li>• Telephone</li> <li>• Letter</li> <li>• Email</li> <li>• Meeting</li> </ul>								

As much as we would like to think, the customers' experience does not follow your intended process and we promote how to listen to the customer and create experience based on process not the other way round.

We ask you, does the customer:

- Know what to expect and when?
- Have the right information at the right time?
- Know who to contact for each reason he or she needs to contact you?
- Know what to do if things don't go smoothly?
- Get informed sufficiently promptly if something goes wrong or takes longer than expected?
- Get acknowledgment of complaints?

Do customer interactions:

- Work as you intend them to work?
- Flow in a way that's logical and easy to follow?
- Provide the right level of interaction at the right time?
- Give the right level of information? Are you bombarding the customer with too much information, or providing too little?

Is the internal organisation:

- Efficient and effective?
- Organised, with clear responsibilities for customer interaction?
- Confusing to the customer because it involves too many people or departments?

Whether you want to solve a specific customer-related business problem or undertake wider customer-facing improvements, Customer Experience Mapping can help you explore, in a systematic way, what your customers experience when they have contact with your business.

You can use it to shed light on all or just part of the customer's experience, thereby helping you find out in detail what your customer service strengths and weaknesses really are.

**We can help you, feel free to ask!**

# ellare.

T. 0333 305 7525  
E. [hello@ellare.co.uk](mailto:hello@ellare.co.uk)  
W. [ellare.co.uk](http://ellare.co.uk)

 **in** [@weareellare](https://twitter.com/weareellare)