

CX Journey Mapping Process

Create Initial Map

Persona, Brand Attributes, Key Trends



GREEN & SOCIALLY RESPONSIBLE

ALWAYS-ON, SOCIAL & MOBILE

Behavior Line

CALLS ZOOMGO SUPPORT

On Stage Experience

ZOOMGO WEBSITE

AGENT #1

Attitudes & Emotions

&@#! I CAN'T SHOW-UP IN A DIRTY CAR!

Back Stage Support

WEBSITE DESIGNER

RESERVATION SYSTEM

Evaluate

Evaluate Attitudes

I WILL LOOK SO COOL IN THAT COOL!

&@#! I CAN'T SHOW-UP IN A DIRTY CAR!

Prioritize Focus

"Moment that Matters"

Determine Impact

INCREASE REFERRAL RATE

REDUCE REFUND RATE

Readout

"We focused here, because..."

Explore

Clarify Needs & Drivers

MOMENT GET REFUND FOR LATE CHARGE

EMOTIOINAL DON'T SPOIL MEMORIES

★ EMOTIOINAL BE TREATED FAIRLY

EMOTIOINAL RECOMPENSE WASTED TIME

Examine Capabilities (Roles & Processes)

★ AGENT #1

RECORD INCIDENT DETAILS

APPROVE & PROCESS REFUND

★ APPROVE & PROCESS REFUND

★ BILLING SYSTEM

CONFIRMS TERMS OF RENTAL

★ VALIDATE SERVICE DELIVERY

FINALIZE AND SEND INVOICE

Brainstorm

Desired Transformation

I TRUST ZOOMGO TO ADMIT & FIX MISTAKES

TELLS FRIENDS ABOUT ZOOMGO

INCREASE REFERRAL RATE

Build CX Design Canvas



Brainstorm Innovation

MOBILE COUPONS

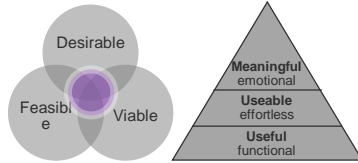
INSTANT REFUND ON BREAKDOWN

EMPOWERED FRONT-LINE STAFF

WEDDING PACKAGES

Design New Experience

Reality Check



Redesign Experience

INSTANT REFUND ON BREAKDOWN

IMMEDIATE TEXT TO CUSTOMER

CONNECT FIELD SERVICE TO BILLING

EMPOWERED FRONT-LINE STAFF

Build CX Hypothesis

WE BELIEVE	(Description of the new experience)
WILL SOLVE	(Customer needs & expectations / responsibilities)
ENABLED BY	(Enabling process / processes / technology)
RESULTING IN	(Clear, verifiable outcomes)