



IDEAL CUSTOMERS

MAPPING THE CUSTOMER JOURNEY

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BIG IDEAS FOR YOUR SMALL BUSINESS

Mapping The Customer Journey

Delivering the Perfect Experience
To Your Perfect Customer
Consistently

Adrian Brown



initiative

A1 Perforated

Flipchart Pad

Plain, Punched, 60gsm

Qty: 40 Sheet

Why Customer Journey?

- Increase profit
- Consistent experience
- Customer loyalty
- Reputation

My Goal ...

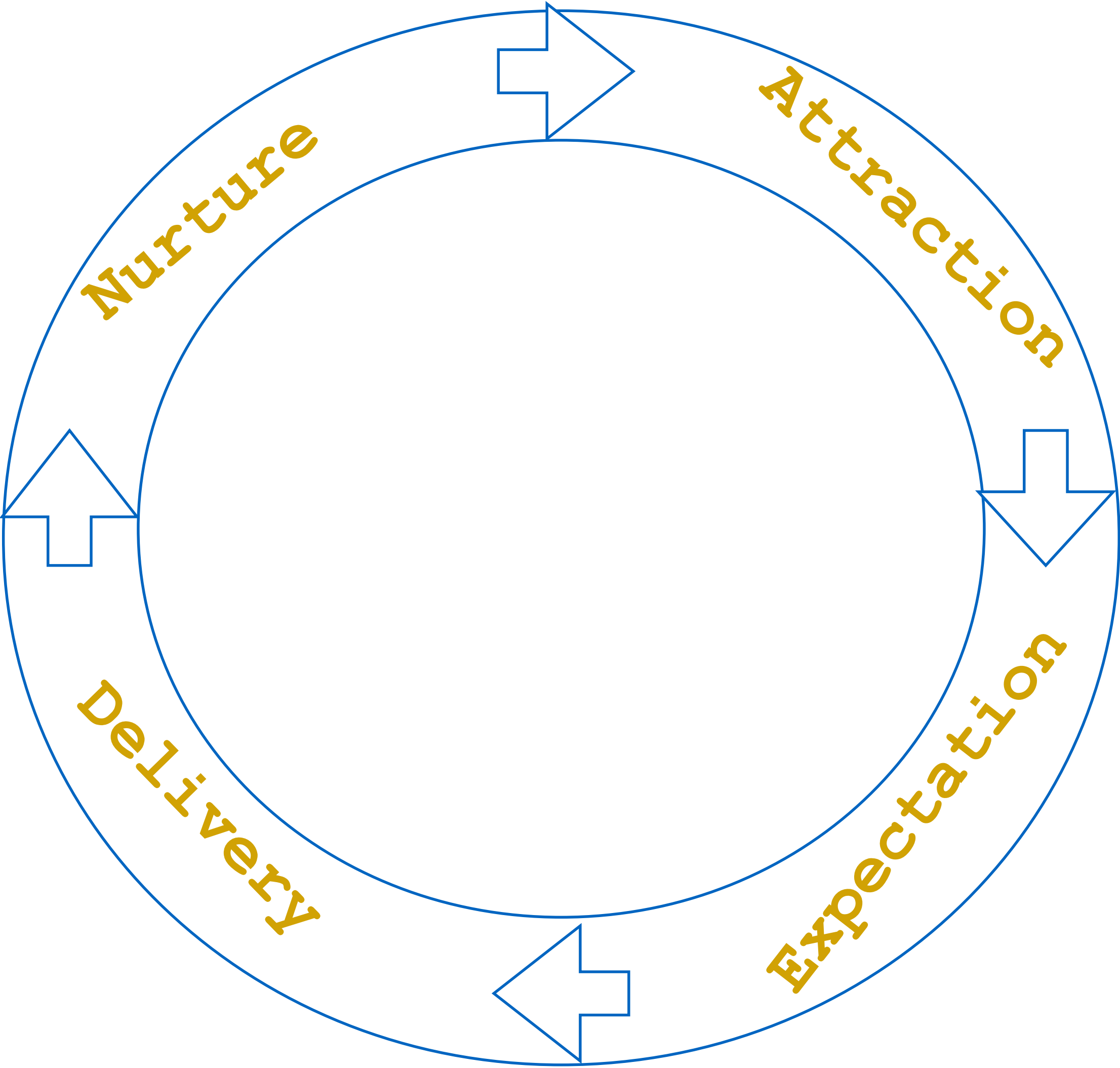
If you have a successful business.. grow and scale

If your business has stalled.. reboot it

If you are starting.. set the right course

Set out the basic steps to succeed

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You are 100%
in charge
of
your customers'
journey

Adrian Brown



- Burroughs/Unisys
- 5 Star Hospitality
- International Salon & Spa
- Consulting to SMEs

After Doing This For 38 years...

- Same foundations
- Great product & service
- Clarity, certainty, confi
- CLEAR CUSTOMER JOURNEY!



I Discovered how
to
the HARD Way...
(You Get To AVOID the
pitfalls)

The Hard Way...

- Step #1 - Idea
- Step #2 - Make it up as you go along
- Step #3 - Struggle & get consumed/confused
- Step #4 - Overcome obstacles - create systems

Today's Focus

- The role of the Customer Journey
- How it determines customer interaction
- Deliver your customers' needs
- Become more profitable

Why?

**You are leaving
money on the table!**

Unintentionally!

If you have a customer journey map

If you deliver it consistently

If you put in the necessary work

Continually get feedback and adjust

Maslow Hierarchy of Needs

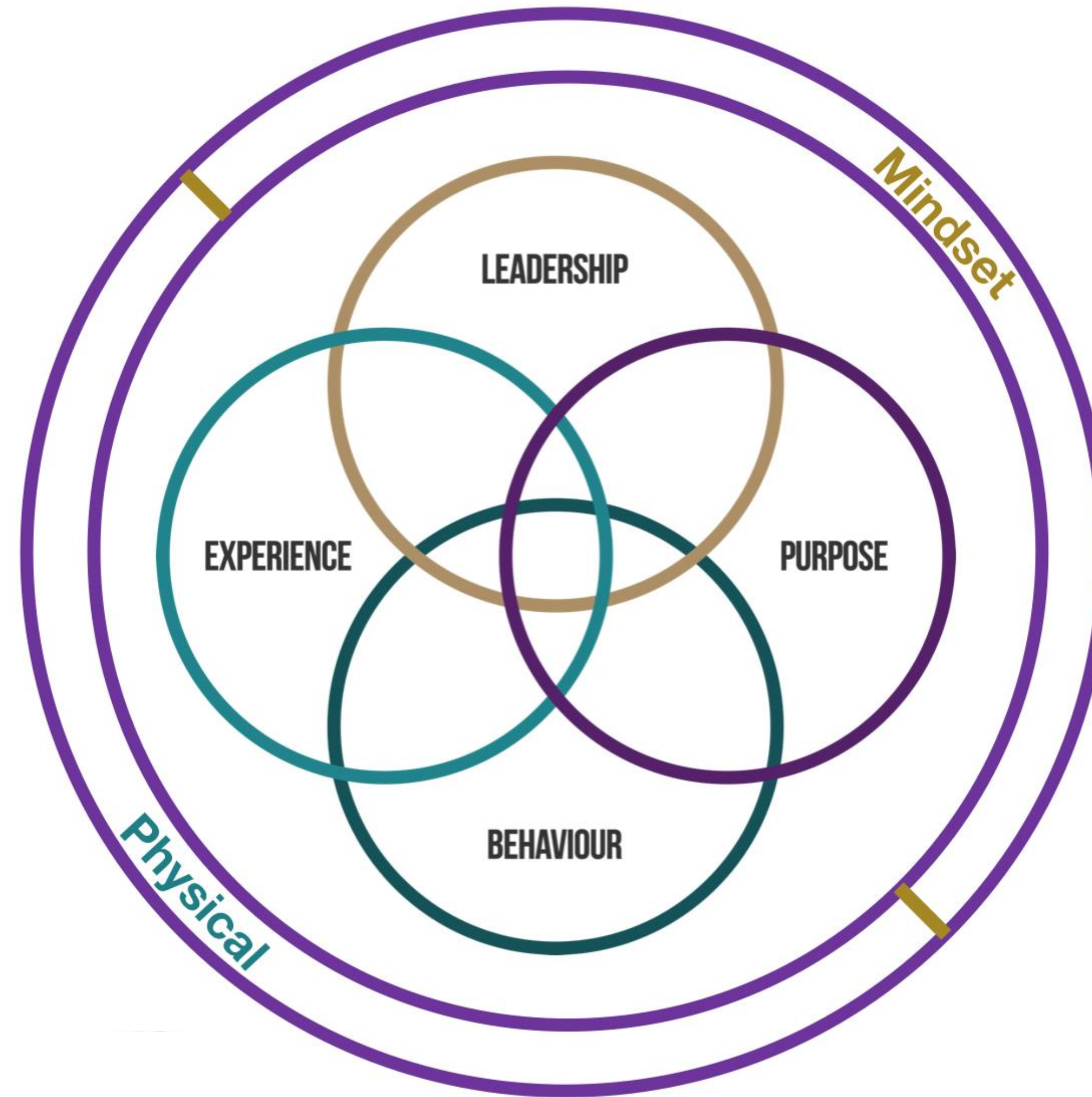


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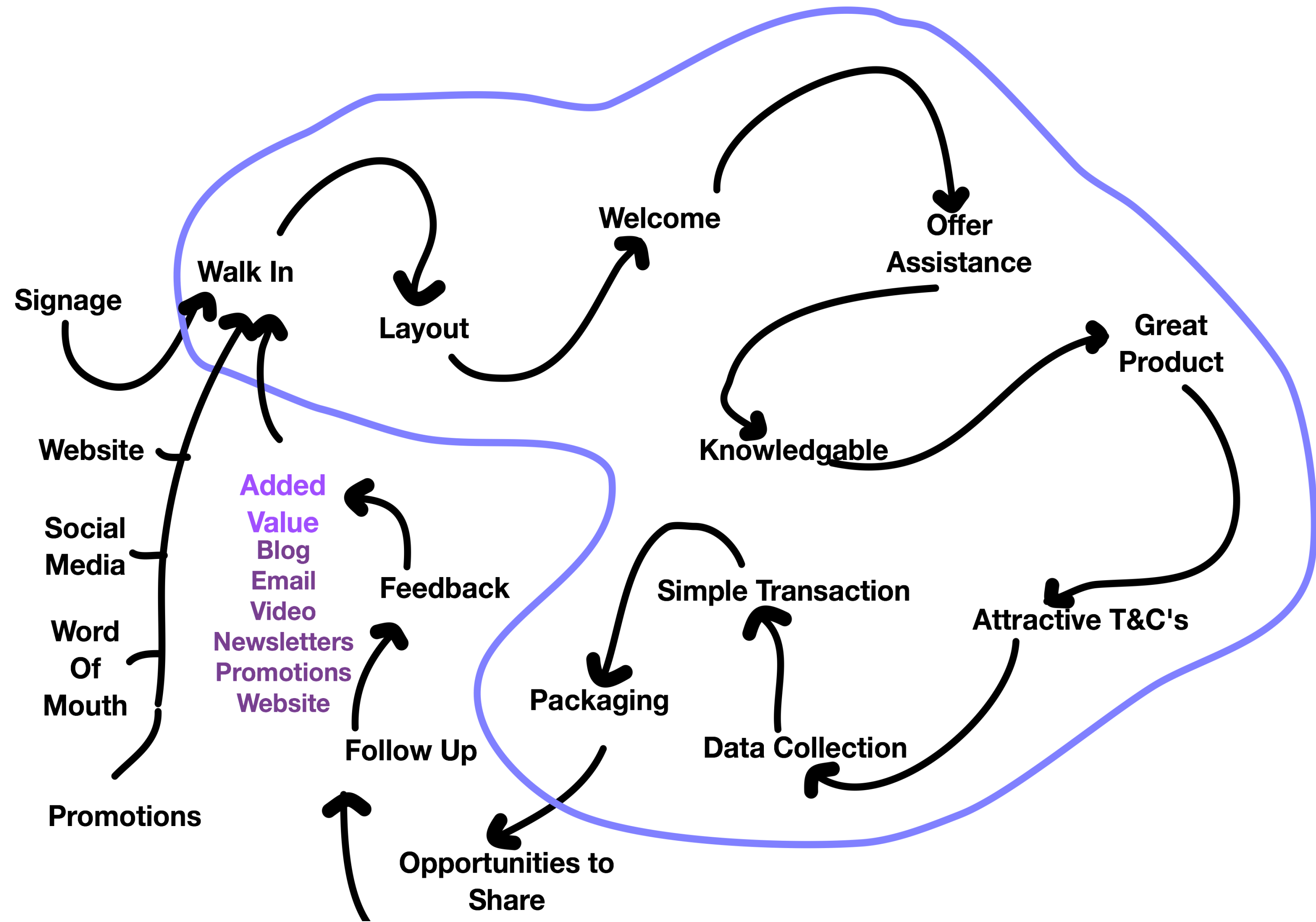
Your Business Elements



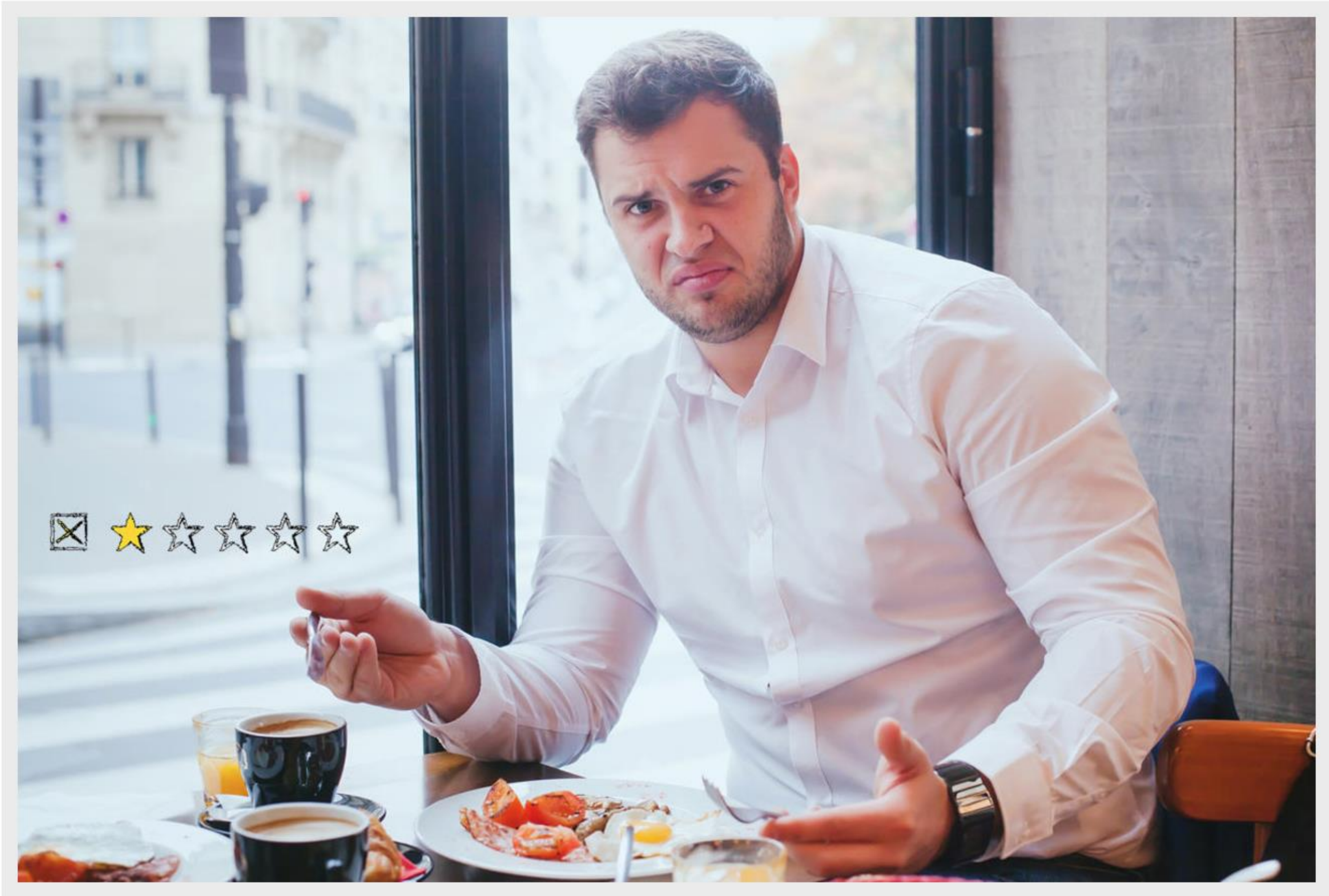
Your Business Environment



Your Customer Journey



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Continuously Improve



Detailed Actions

Accurate Measure

Time to Reflect

Resources for Learning

Flexibility to Adjust

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HOW?

The 4 Secrets...

to getting your customer journey right

- Secret #1 – Understand who your customers are
- Secret #2 – Know what they value
- Secret #3 – Deliver it consistently
- Secret #4 – Create the RIGHT environment

Secret #1

Understand who your customers are

Who are your customers?

- Demographics
- Psychographics
- What are their pain points

**Your connection with your customer is
directly proportional to your customer knowledge**

Understand what they WANT

Deliver what they
NEED

Myths & Barriers

- All customers are different
- They all want different things
- Waste of precious time
- Need to get on

Myths & Barriers

- Necessary work - hard
- Requires rigorous honesty - no guesswork
- I don't know how to do it
- I don't have time

Actions to Take

- Make time - make a plan
- Be honest about current reality
- Learn what you need
- Don't rush - put in the effort

Secret #2

Know what they value

Value is in the eye of
the beholder

What is valuable to them?

- Five Keys to unlocking value
 - Wants & Needs
 - Problems
 - Rhythms
 - Feelings
 - Interests

Their Value

- Why it is important to them?
- When?
- What problem?
- How it will make them feel?

Emotional State

- Every step changes ES
- Smallest steps
- Go as Slow as you can
- ES required for next step
- Infinite dimensions

Actions to Take

- Map out Your Customer Journey
- Identify each step
- Identify ES before and after
- Always based on value

Secret #3

Deliver it consistently

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1000s of Moving Parts

- Every step is linked
- Elegant transitions
- Consistent delivery
- Know where you are on the map

Actions to Take

- Break down into small steps
- Identify the resources
- Set standards
- Measure performance

Secret #4

Create the RIGHT environment

Your perfect environment

- How you think about your business
- Your systems and processes
- Your focus and effort
- Your performance

Building YOUR system

- Build step by step
- No shortcuts
- Consistent action towards the desired outcome
- Patience

What's Missing?

- Are you clear about the outcome?
- Are you clear about your current reality?
- Do you see obstacles or challenges?
- FEAR – False Evidence Appearing Real
- Are you procrastinating?

Actions to Take

- Be clear WHY you want to make changes
- Identify the resources you need to succeed
- Plan for the plan
- Be realistic about timescale

Transition

- Creating a customer journey
- Requires new consistent behaviour
- Will produce outstanding results
- Deliver quick returns

Workshop

Designing Your Customer Journey

- Current reality
- Identify the journey steps
- Define desired outcome
- Plan to introduce and measure

Current Reality

- Attraction
- Expectation
- Delivery
- Nurture

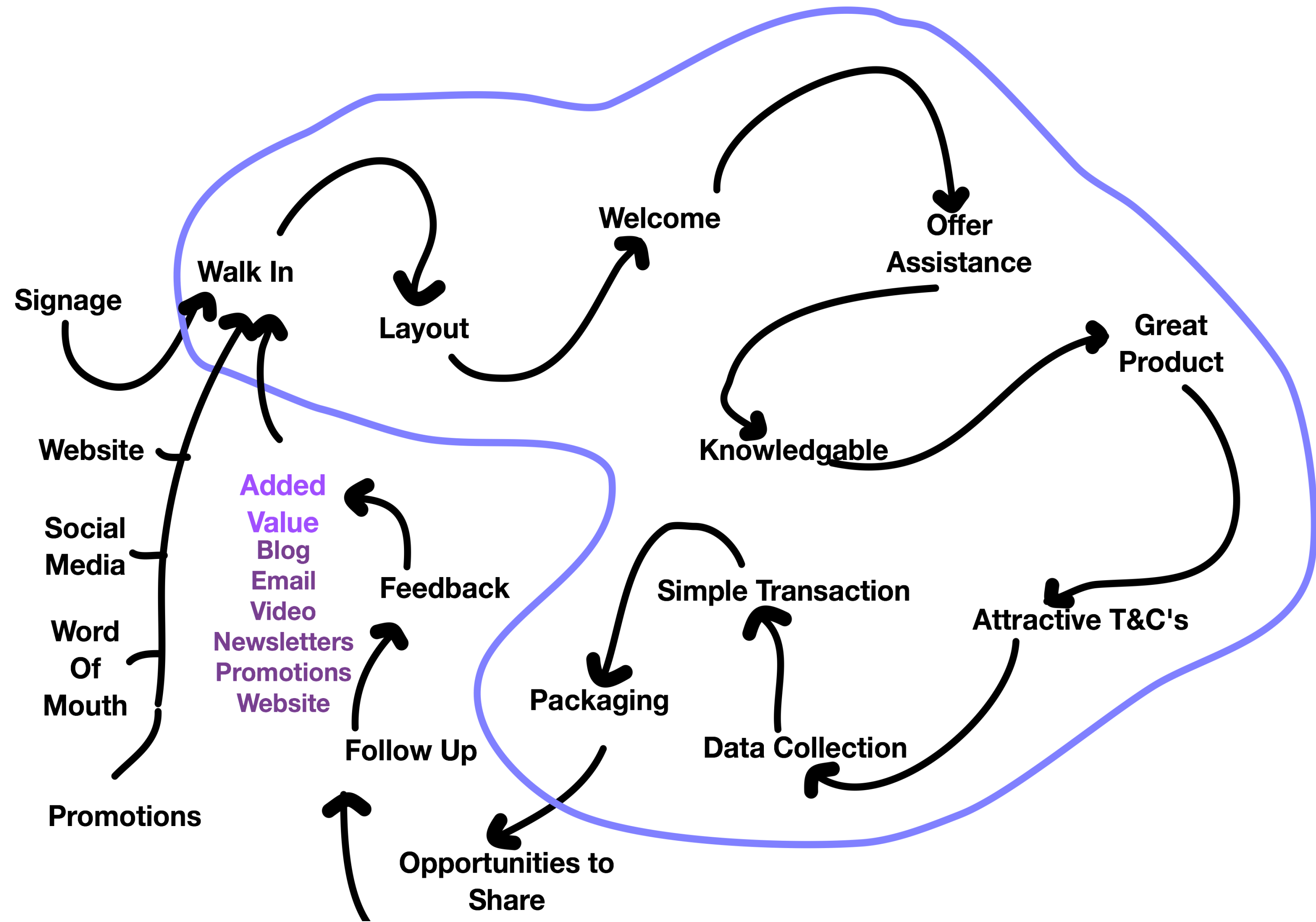
8 Box S.W.O.T

	Strengths	Weaknesses
Opportunities	Wealth Strategy	Development Strategy
Threats	Toughen Up Strategy	Critical Strategy

Journey Steps

- Emotional state before
- Actions
- Desired outcome
- ES at end

Your Customer Journey



Input & Output

Description of Step _____

ES Input	Actions/resources	Desired Outcome	ES Output

Choose Your Focus

- List the areas you would like to improve
- Pick the Top 3
- Choose the one that will have the biggest impact

90-day Implementation

Three distinct cycles

- First 30-day cycle - Scope & design
- Second 30-day cycle - Testing & refining
- Third 30-day Cycle - Delegation & automation

Please answer all questions

Q1 What was the most useful part of the presentation?

What did you learn from it? _____



Name _____ Number _____ Email _____

Q2 Would you like to have a FREE 45 minute
"Performance Strategy Call"?

☐

YES

☐

NO

Q3: Would you like to download the free
"90-Day Challenge" workbook

☐

YES

☐

NO

☐ Please tick this box to indicate that you give me your consent under the GDPR to send you emails in connection with the products and services you have requested and more general information in connection with my coaching, consulting and mentoring services.

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A workbook by Adrian Brown

Adrian@2be2serve.com

www.2be2serve.com

Current Reality

Designing your customer journey requires you to complete four stages:

- Your Current Reality
- Identify the Customer Journey Steps
- Define the Desired Outcome
- Plan to Introduce & Measure

Each step informs the next step so it is best to start at the beginning and work from there.

For the Current Reality, you need to look at how you are currently performing in the following areas:

- Customer Knowledge - how well do you know your customer, how good is your intelligence?
- Attraction - how effective is your current method of attraction? (Marketing)
- Expectation - how well do you convert your leads and set up their expectations of what to receive? (Sales)
- Delivery - the methods you use to consistently deliver your products and services to your customers. (Operations)
- Nurture - how you develop and nurture long term relationships with your customers and deepen them with your potential customers? (Leadership)

Using the 8-box S.W.O.T. analysis tool

Fill out your **strengths**, **weaknesses**, **opportunities** and **threats** for the topic in the appropriate boxes.

Wealth Strategy - Where a **strength** matches with an **opportunity** you have identified, you have the possibility of creating a **strategy** to increase sales, customers, revenue etc.

Toughen Up Strategy - Where you have identified a **threat** in an area you have a **strength**, you can create a strategy to protect you position.

Development Strategy - Where you identify a market **opportunity** and it is matched to a **weakness** in your business, you can develop new products, services or procedures.

Critical Strategy - Where you identify a **threat** to the business that correlates to a **weakness**, this is an area you must address rapidly to protect your revenue or reduce costs.

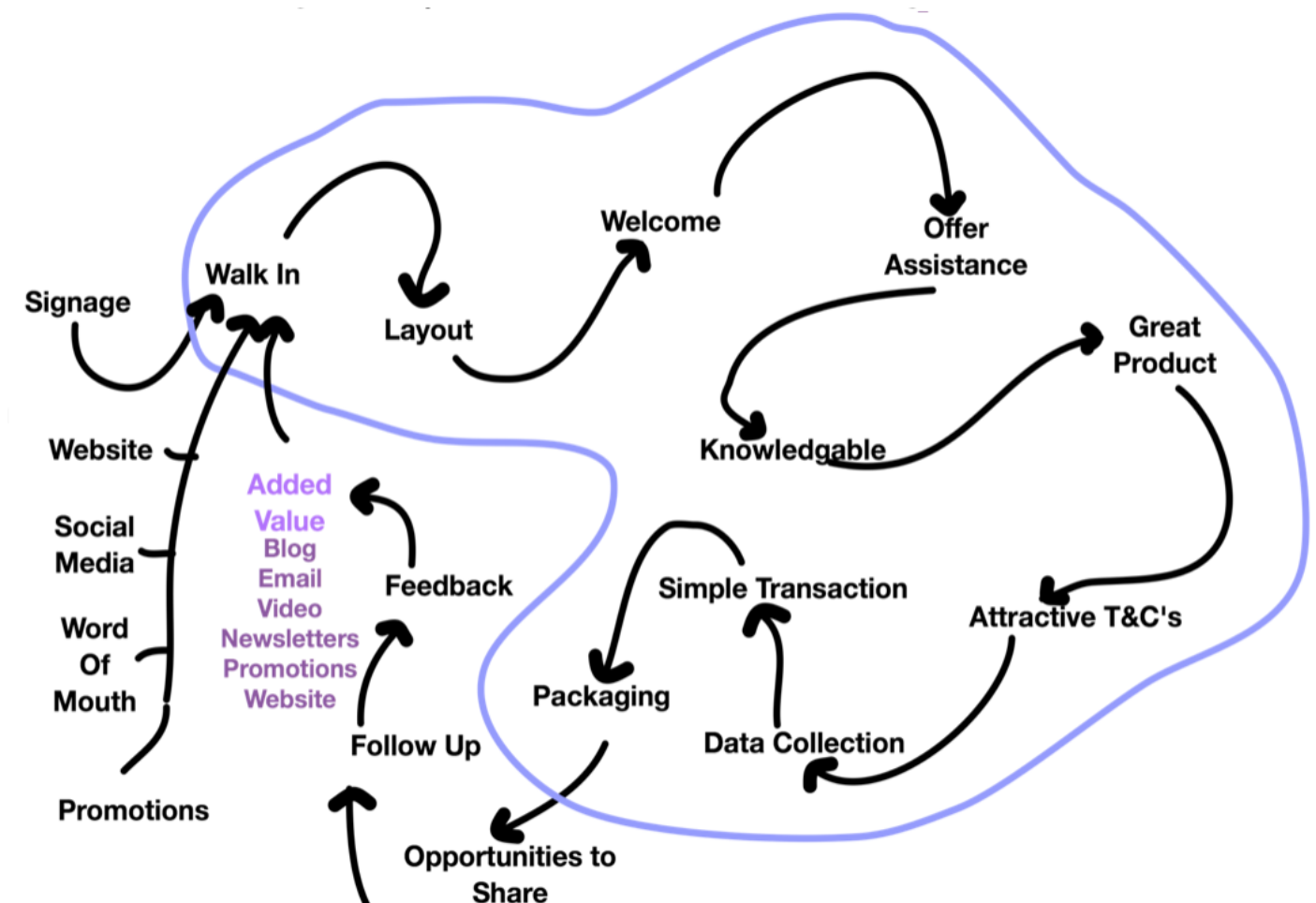
	Strengths	Weaknesses
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	Strengths	Weaknesses
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Journey Steps

Before you start to change your customer journey, get clear about how the customers travel through your business currently.

- What steps follow on from the initial steps?
- Identify steps that customers do not complete (they leave).
- Be clear about steps that are obstacles to your customer.
- Identify any redundant or awkward processes or systems.

Use the diagram below as a guide to help you identify all the steps your customers have to take in your business.



Give each step a name and a number so that you can review the flow later.

Input & Output

Now it is time to identify the desired outcome of each of the steps, or groups of steps if that is easier for you. You want to consider:

- The emotional state of your customer before the step.
- The actions included in the step.
- The desired outcome for that step.
- The desired emotional state after the step is completed*.

* The emotional state for the end of a step must match the emotional state for the start of the next step.

Description of Step _____

ES Input	Actions/resources	Desired Outcome	ES Output

Description of Step _____

ES Input	Actions/resources	Desired Outcome	ES Output

Plan to Introduce & Measure

You must plan to make the changes you want to your customer journey. Acting in haste can cause more problems than it solves.

- List all the areas you would like to improve in your current customer journey.
- Pick the top 3 areas.
- Then choose the one that will have the biggest or quickest impact (a quick win).

Download the 90-Day Challenge and follow the instructions to map out the three cycles

- First 30-day cycle – Scope and design.
- Second 30-day cycle – Testing and refining.
- Third 30-day cycle – delegation and automation.

The temptation is to jump into action with the changes before you have thought them through. If you plan in this way, two benefits will automatically happen. You will not get overwhelmed by the new necessary work, and you will be able to perfect the new systems and processes before you get swamped with new clients.