



IMPROVING THE CUSTOMER EXPERIENCE WITH SERVICE JOURNEY THINKING

When one of the world's most recognized consumer electronics brands needed help to improve the customer experience it was delivering via its outsourced contact centers,
they turned to Service Journey Strategies Inc.

"I'd like to thank Service Journey Strategies Inc. for their partnership on this. It is clear we're getting a lot of benefit from this process and hopefully paving the way for other suppliers to take advantage of the approach."

THE PROBLEM

The Client had tried to implement a customer journey mapping approach to help them to identify service delivery issues, but the results had been too internally focused, inconsistent and lacking in actionable recommendations.

THE SOLUTION

Service Journey Strategies Inc. trained a core team including Client staff and staff from three of the Client's outsourced partners in Service Journey Thinking. Service Journey Strategies Inc. then provided advice and guidance as the outsourced partners used Service Blueprinting to visualise some of the key journeys that were causing customers pain. At the end of the Service Blueprinting phase, each of the three outsource partners had a clear understanding of the service journeys they were looking at, a clear understanding of the pain points within those journeys and had identified a set of practical recommendations for improvement.



Diagram: The Service Journey improvement project



The Virtual Training Workshops.

Service Journey Strategies Inc. brought together a diverse set of participants from four organizations in three different continents to run a series of online Service Journey Thinking workshops. These interactive workshops introduced the participants to the concepts included in Service Journey Thinking, a comprehensive action-orientated customer experience strategy. The training workshops provided the participants with all the tools and techniques they needed to identify and improve specific Service Journeys. The workshops challenged the participants' existing patterns of internal thinking and helped the OSPs and the clients to look at the customer experience from a different, outside-in perspective. At the end of the workshop, the OSPs were tasked with looking at some common technical support service journeys that customers were having difficulty with and to determine whether the Service Journey Thinking methodology could be applied to them to improve performance.

*"It really helped to put us in the **advisors and customers' shoes.**"*



Proposed projects submitted to Steering Committee.

Service Journey Strategies Inc. supported the creation and facilitation of a Steering Committee made up of experts from different functional areas within the Client organisation. Each of the participating organisations submitted two or three proposed improvement projects and presented the reasons behind their choices.



Projects approved and OSPs start to work on them.

Each OSP identified key service journeys which had issues with either Issue Resolution or Customer Satisfaction. Some examples of the initial service journeys which were identified included; refund processing, errors with email on different devices, device start-up issues, etc.

The projects which were identified as having the potential to provide genuine, globally scalable improvements were chosen for the Service Blueprinting stage.



Service Journey Strategies Inc. provides support and advice throughout the process.

Service Journey Strategies Inc. set a timetable with the OSPs for the projects and then supported them throughout the process. Service Journey Strategies Inc. assisted with Problem Statement definition, with understanding sources of performance data, with data analysis and with Service Blueprint creation. In addition to the data analysis, the OSPs observed how their staff interacted with customers, they listened to hundreds of calls and they were able to track the path that customers took along the service journey to get their specific issue resolved.

*“This experience for me and the team has been very valuable because we have been able to analyse and observe our daily work from **another perspective.**”*





STEP NO. 5

Service Blueprints and recommendations delivered to Client.

After three months of intensive activity, each OSP was ready to deliver their initial Service Blueprints and findings to the Client. The findings were shared with the initial Steering Committee via video conference and each OSP was able to illustrate how their improvement recommendations would positively impact the customer experience.

*“This Service Journey Blueprinting really uncovered some **nice insights**.”*

STEP NO. 6

Presentations shared at Global Partner Conference.

The Client was so happy with the improvement recommendations and the methodology that had been adopted to uncover the findings, that they asked the OSPs to present their findings at their annual Global Partner Conference. This was tremendous recognition for the project teams within each of the OSPs as they were able to show the hundreds of participants from around the world that they were “Service Journey Heroes”.

*“When we try to **think as the customer**, the world just changes.”*

STEP NO. 7

Client’s internal process improvement team reviews recommendations.

The client organisation’s Global Process Improvement Team started to work on reviewing and implementing the recommendations made as a result of the Service Blueprinting project. They made changes to existing operating procedures, updated online knowledgebases and ensured that customers had access to the latest information online.



Service Blueprints, recommendations and improvements shared with Client Executive Team.

Once the improvements had been locked in, the project teams were asked to present their findings and recommendations to the client's Executive Team and the internal Process Improvement Team was asked to provide an update on the implementation of the recommendations.

The Executive Team were impressed with the findings, were impressed with the work done by the OSPs, by the Process Improvement Team and by Service Journey Strategies Inc. and decided to look for ways to roll the methodology out to their global network of contact center providers.

*"The Service Journey Blueprint methodology has really helped to **focus the project** and some of these things you're finding are really helping."*



THE CONCLUSION

With millions of dollars in operational savings being identified, and immediate improvements in customer satisfaction being recorded globally, engaging Service Journey Strategies Inc. to implement the Service Journey Thinking methodology into their business has delivered our client a significant return on investment.