© Tadej Pugelj: 3Pano inventor, IAF CP facilitator, trainer and consultant.
Use of this material is subject to prior agreement with the author.



CUSTOMER JOURNEY

> *"Make the customer experience visible."*

Business Case
You know your customers are experiencing your product or service but you don't necessarily see the experience from their perspective. And different teams see different parts of the journey: marketing sees acquisition, sales sees conversion, operations sees delivery and customer service sees problems. But the customer experiences one journey. Without a shared picture, it is difficult to identify:

- where customers struggle;
- where expectations are not met;
- where important moments are created;
- where the organisation loses customers;
- where improvements would have the greatest impact and more...

Solution
Create a large, visible customer journey map. Use 3Pano facilitation boards to map:

CUSTOMER → TOUCHPOINTS → EXPERIENCE → PAIN POINTS → OPPORTUNITIES → IMPROVEMENTS

Different people contribute their knowledge to the same visual journey. The organisation can then see the experience as a whole rather than as disconnected processes.

How to use 3Pano

1. Define the customer/persona and journey to explore.
2. Map the main stages of the journey.
3. Identify customer touchpoints.
4. Add customer needs, expectations and emotions.
5. Identify pain points and moments of friction.
6. Highlight opportunities for improvement.
7. Develop and prioritise improvements.
8. Agree on actions and owners.

© Tadej Pugelj: 3Pano inventor, IAF CP facilitator, trainer and consultant.
Use of this material is subject to prior agreement with the author.



What you need:

- 3 - 6 3Panos depending on journey complexity
- Post-it notes/cards and markers
- customer research or data
- journey/persona information
- optional customer quotes, images or examples

BEST RESULTS: with people who understand different stages of the customer experience, including customer-facing staff, support functions and, where possible, customers themselves.

CONTACT US for facilitation or consultation support.

"You cannot improve what you cannot see.
So we made the customer journey visible." - Lucía, Malaga

3Pano facilitation boards
3Pano d.o.o.
Neubergerjeva ulica 22, Ljubljana, Slovenia
https://3pano.si/

3Pano is a stage for your ideas.