Journey Mapping

Successful CX journeys begin with a single step

How customers connect with brands and companies—*a.k.a. the customer experience*—has become as important as products and services. Customers expect a lot more from companies today...and with such elevated expectations, you need a roadmap to reach them successfully. Customer service journey mapping can set you on the path to success.

With **Alorica's Experience Practices Team** leading the way, you can document and build your journey maps to use as blueprints to transform your customers' journeys into efficient, successful outcomes, increasing acquisition and retention while reducing costs and churn.

And it all starts with a customer journey map, designed from your own CX data.

Numbers That Count

CUSTOMER EXPECTATIONS

90% of Americans use customer service as a factor in deciding whether to do business with a company[1]

66% of customers expect companies to understand their unique needs and expectations[2]

GREAT CX MATTERS

80% of customers believe that flawless engagement with a company is as important as its products[3]
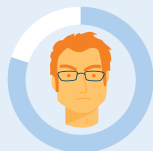
91% of customers feel that a positive customer experience makes them more likely to become repeat customers[4]

POOR CX COSTS

One-third of consumers reported considering switching companies after just one instance of bad customer service[5]

After two or more bad experiences, roughly **80%** of consumers say they would rather do business with a competitor[6]
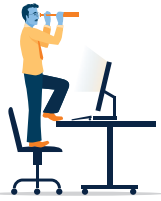
OUR RESULTS

Strategies led to a **14-point NPS** increase by standardizing frontline practices for a global banking and finance company

$1M+ cost savings, 15% phone support staffing reduction + significant increase in customer self-service for a major consumer electronics manufacturer

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Mapping Successful CX Journeys

Our Customized Lean-Agile Approach

Discovery

Understanding what customers want and businesses demand through real-world operational CX and pain points—and generating the use cases to solution CX programs

Deliverables:

- Tactical and targeted
alignment
  of business outcomes

- Identification of metrics
  that matter

- Preliminary CX

- People, process and
  technology observations

- CX capabilities evaluation

Design

Mapping the people, process and technology needs to orchestrate and design new experiences through the eyes of the customer (voice-centered approach)

Deliverables:

- Detailed CX journey/process map

- Identification of moments of truth

- Identification of actionable, transformative
  process and operational improvements

Deployment

Leveraging Lean-Agile deployment methodology for shorter value realization

Deliverables:

- CX journey improvements

- Identification of customized/personalized experiences,
  redesigned and aligned to CX processes

FULL FRONT AND BACKEND CAPABILITIES

Our **Alorica Experiences Practice Team** delivers actional insights and strategic improvement frameworks for Journey Mapping (frontend) and Service Blueprints (backend) components.

JOURNEY MAPPING

Primary Driver:
Customer Satisfaction

Benefits:

- Identification of friction, breakage, and moments of
  truth across the entire customer experience

- Classification of moments that matter to drive loyalty

- Shareable deliverables: visual maps, customer
  touchpoints, and KPI trackers

SERVICE BLUEPRINTS

Primary Driver:
Operational Efficiencies

Benefits:

- Isolation of gaps in operational service, service
  quality, and customer effort

- Identification of key operational process and flow

- Shareable deliverables: blueprints, process flows,
  and KPI trackers

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Trust Your CX Transformation with Alorica, the CX Experts

Our comprehensive, customizable transformation services are based on a **powerful combo of analytics + technology + expertise**

With 21 years of CX and digital strategy expertise along with **CCXP, COPC, and Six Sigma certifications**, we partner with clients from strategy through implementation

Our digital experts provide **CX strategies in an actionable solution delivery plan** that reduces costs while improving outcomes

With **broad experience across industries**, we understand your business, your vertical, and your challenges

We analyze the core areas around customer, business, and agent experiences using a **voice-centered approach** that always puts the customer front and center

REFERENCES

[1] _Microsoft_
[2, 3, 4] _Salesforce_

[5] _American Express_
[6] _Zendesk_

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