

Customer Journey Map Format



FLORIDA HEALTH CARE CONNECTIONS

STAGE	<div style="display: flex; justify-content: space-between; align-items: center;"> Desc. 1 Desc. 2 Desc. 3 Desc. x </div>			
ACTIONS	<ul style="list-style-type: none"> Action description Action description 			
EMOTIONAL JOURNEY <div style="display: flex; align-items: center; justify-content: center;"> </div>	●			
	●			
	●			
	●			
PAIN POINTS RESOLVED BASED ON NEW APPROACH	<ul style="list-style-type: none"> Description Description 			

TOUCHPOINTS

Agent

Email

Web Portal

Mail

Text

Virtual Agent

IVR

Chat

Other?

Customer Journey Map - Component Descriptions

1. Stages: Stages represent the main phase of a customer's experience. An experience can be broken down into stages in order to better understand and organize an experience. For example: If the experience you are mapping revolves around a buying process the stages might be: Problem/Need Recognition, Information Search, Evaluation of Options, Purchase Decision, Post-Purchase Use. Each stage normally contains several steps or actions.
2. Actions: A journey map visualizes experiences as a sequence of steps from the perspective of the customer. A step is any experience the customer has, such as with another person, a machine, or a digital interface. Steps can also be activities, such as walking, or waiting.
3. Emotional Journey: Emotional journeys are graphs representing the customer's level of satisfaction at each step, often on a scale from -2 (very negative) to +2 (very positive). An emotional journey visually reveals obvious problems within a specific experience.
4. Touchpoints: Touchpoints can also be referred to as Channels, and they are any means of communication involved at a specific step, such as face-to-face interaction, a website, an app, a TV advertisement, or an IM chat. Specifying which channel or touchpoint the customer is using helps us understand cross-channel experiences.
5. Pain Points: One of the main outputs of a journey map is to identify and highlight pain points that a customer experiences throughout the entirety of an experience. These can happen at any stage of the journey and uncovering these enables us to identify opportunities for improvement.