



CX Journey

For more than a decade, Ipsos CX has been the leader in connecting experiences to what matters most—the customer journey.

Customers engage with organizations to meet a need or desire. These engagements typically have a defined start and end-point, known as the customer’s journey. It is through this important lens that brands can accurately understand the customer experience and look to continually improve this path.

Ipsos CX Journey captures the deep understanding of the customer journey required to design a successful customer experience which will deliver on your organization’s brand promise.

How we do it

DEFINE: Define the business problem and relevant customer journey path

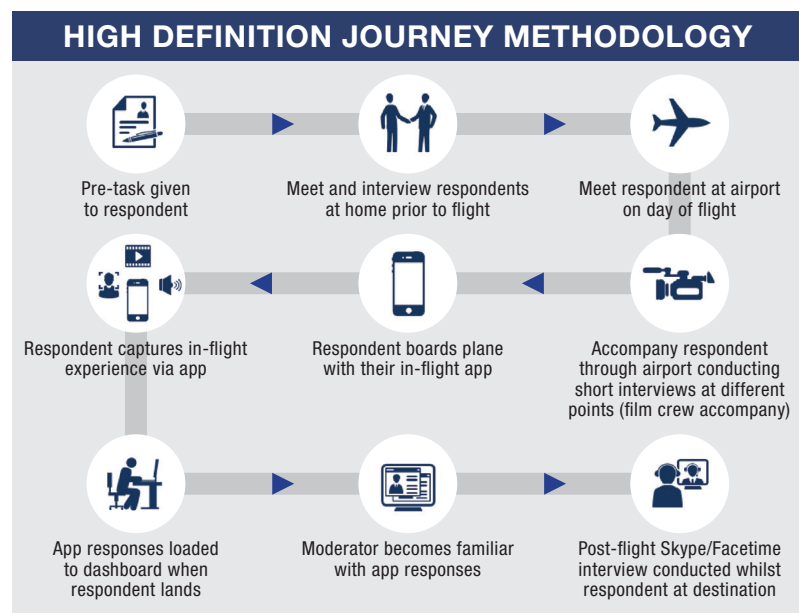
MAP: Map the customer journey and determine strategic implications

ANTICIPATE: Anticipate the relevant impact on existing programs

ACTIVATE: Activate touchpoint improvement opportunities

CX Journey will answer your key questions:

- Are you finding it increasingly difficult to deliver a unique experience? How does your current experience compare to your direct competition?
- Are you measuring the relevant things?
- How can your customers become a part of your quality improvement efforts?
- Have you identified which points in your customer’s experience are the most pivotal in their journey?



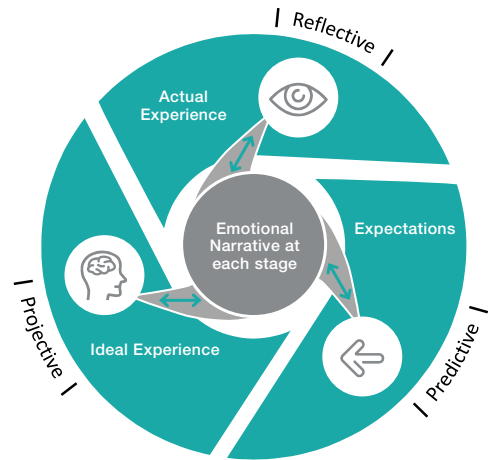
Go beyond just mapping your customer experience

CX Journey uses elements of behavioral economics to identify pain points in the experience where customer expectations are not met. Understanding these deficiencies leads to organizational behaviors changing at a faster pace.



What do you get from CX Journey?

- A custom-built, gap-based framework approach that fits your needs and puts greater emphasis on the journey gaps that exist
- Customer journey maps that give a clear understanding of the touchpoints within the journey
- Insight into the moments of truth, pain points and customer needs across the end-to-end experience
- A reflection of the customer experience through the eyes of your frontline employees
- Activation workshops with collateral to bring the journey to life for the entire business



Ipsos CX Journey has been successfully applied:

A **railway provider** sought to create one voice for their customers that spoke to a superior customer experience. By combining methodologies, we were able to explore the CX journey from a range of perspectives. Thanks to travelling alongside customers, we were able to experience the journey with them, thus delving into their thoughts, feelings and perceptions. Detailed CX journey maps and video documentaries brought the work to life during a series of activation workshops. The collateral is now used daily, across the business, to ensure the customer voice plays an influential role in areas ranging from training to innovation.

Defining the ideal customer experience through customer journey maps will enable you to prioritize CX initiatives to address your customer's biggest pain points and optimize your CX management strategy. Contact us today to map out your customer's ideal journey.

About Ipsos

Ipsos is the global leader in designing, measuring and delivering value from Customer Experience programs. We help organizations retain customers and recover those at risk, grow share of spend, increase advocacy and drive up operational efficiency; to 'deliver a Return on Customer Experience Investment (ROCXI)'. Based across 50 countries, our expert CX teams help organizations at all stages of CX measurement and management, using a unique blend of research, technology, analytics and advisory solutions.

Contact:

Dan Zuckerman

VP Ipsos CX
Dan.Zuckerman@ipsos.com

Jeff Repace

SVP Ipsos CX
Jeff.Repace@ipsos.com