



# Customer Journey Mapping

Get inside your real customers' experience

Take control of the experience you're offering customers with customer journey mapping. We work with your entire organization and your customers to research, visualize, and connect every interaction and impression that customers have with you during the end-to-end experience lifecycle – online, in-store, and on the phone.

## THIS SERVICE HELPS TO...

Uncover opportunities where peoples' experiences can be improved

Understand key onboarding journeys of your customers

Become more intentional about the experiences offered



## WHAT YOU GET

You'll benefit from a tangible exploration of your service experience delivery. You'll get:

- ✓ A powerful visualization of the various journeys, paths, and connections between your service experience points and users
- ✓ Clarity on gaps that occur in the service experience delivery, with prioritized recommendations based on greatest short-term & long-term impact
- ✓ Opportunities for improvement, as well as opportunities to innovate in the service experience



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## HOW WE DO IT

**1** Applying stakeholder interviews and collaborative workshops, we capture your organization's current knowledge about the customer experience.

**2** We connect with real customers through methods such as interviews, shadowing, mystery shopping, and other contextual and ethnographic research techniques.

**3** We analyze our research and turn it into actionable customer journeys that empower you to intentionally design and manage the customer experience.

**4** Through customer experience mapping, we capture and visualize the various journeys that customers and customer segments take as they interact and onboard with you.

**Duration:** on average, projects range from four to eight weeks.



## About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

## Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

## Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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