Digital Transformation – Customer Journey instructions

Use Customer Journey Map Framework to evaluate customer journey of **your company** OR **your biggest competitor.** You or/and your team should position yourselves in a role of a customer to conduct this journey.

Evaluate each touchpoint your customers meet or use with focus on following topics:

- Which touchpoint needs to be improved
- Which touchpoint meets your expectations as customer
- Which touchpoint is not used at all by your company during Customer Journey?
- Identify Pain Point and Game changers among touchpoints
- Identify existing Physical Touchpoints which could be augmented digitally

Pain Point are company touchpoints which are/were especially relevant to your customer and in which your company is not performing according to customer expectations.

Game changers are touchpoints which your company is not using at all, or does not use them efficiently, which could significantly improve customer experience and which would enable your company to differentiate from competition.

Evaluate each phase (Awareness, Consideration, Purchase, Service and Loyalty) and touchpoints you've used in specific phase. Grade your customer experience in each Touchpoint with grade in range from 1 (lowest) – 10 (highest). In addition to that, grade each Touchpoint according to importance of the Touchpoint.

Rank overall satisfaction (1-10) with Customer Journey you've had with your company.
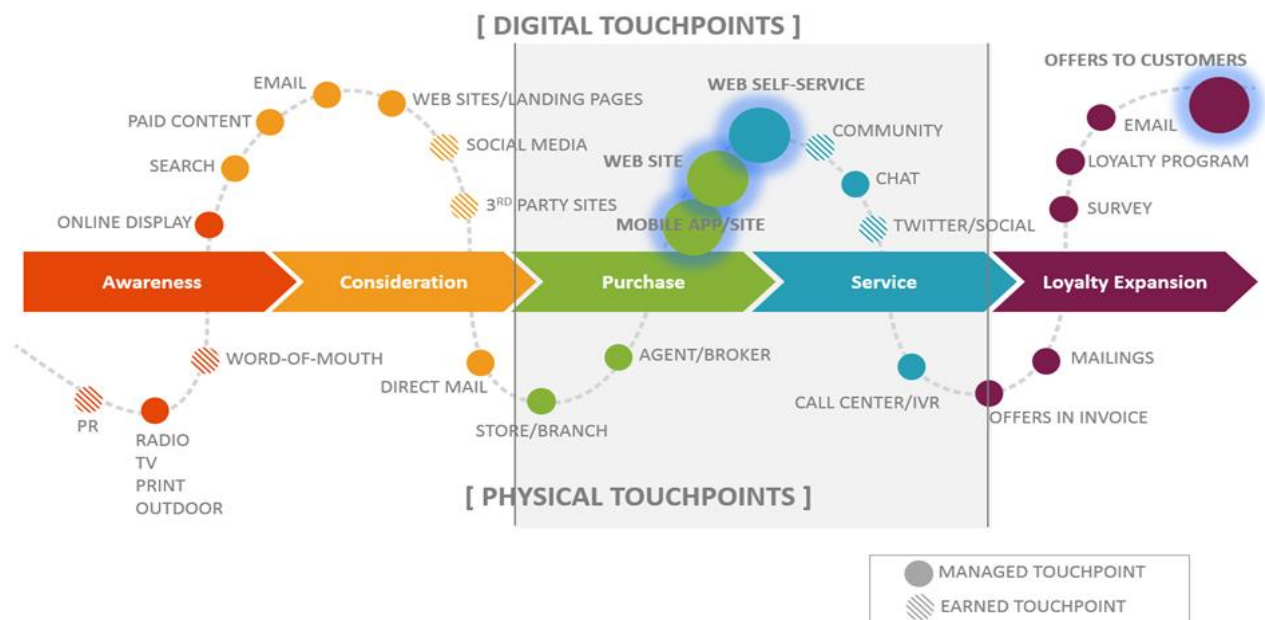
Touchpoints in a picture should be used as reference points. You might have additional touchpoints with customers, which are not present in the picture above, or you do not need all of touchpoints which are shown in image above.

Exam is group based work, done by all members of the team.

Each participant is entitled to receive a certificate of attendance for this program.

In order to receive a certificate of completion, please submit your final work to dt@cotrugli.eu by July 8,2016.

COTRUGLI will grade your Customer Journey and will provide feedback and suggestions.

How can COTRUGLI help?

If you need support during the design of your Customer Journey, COTRUGLI Business School offers it's expertize and guidance or can provide professional feedback after it's finished.

In both cases it will be our pleasure to organize a meeting with your company and provide additional support in Customer Journey design or digital transformation in general!

For all additional information, please contact me at:

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