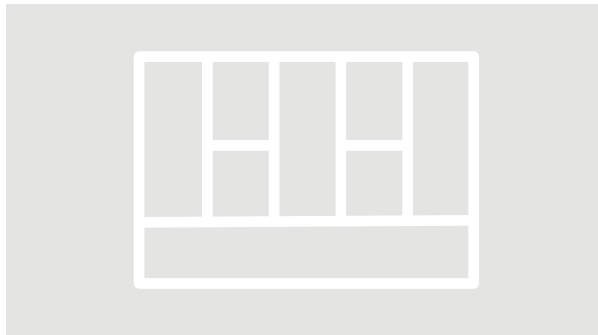
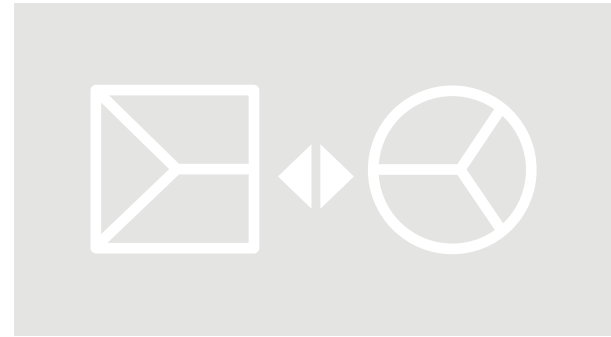
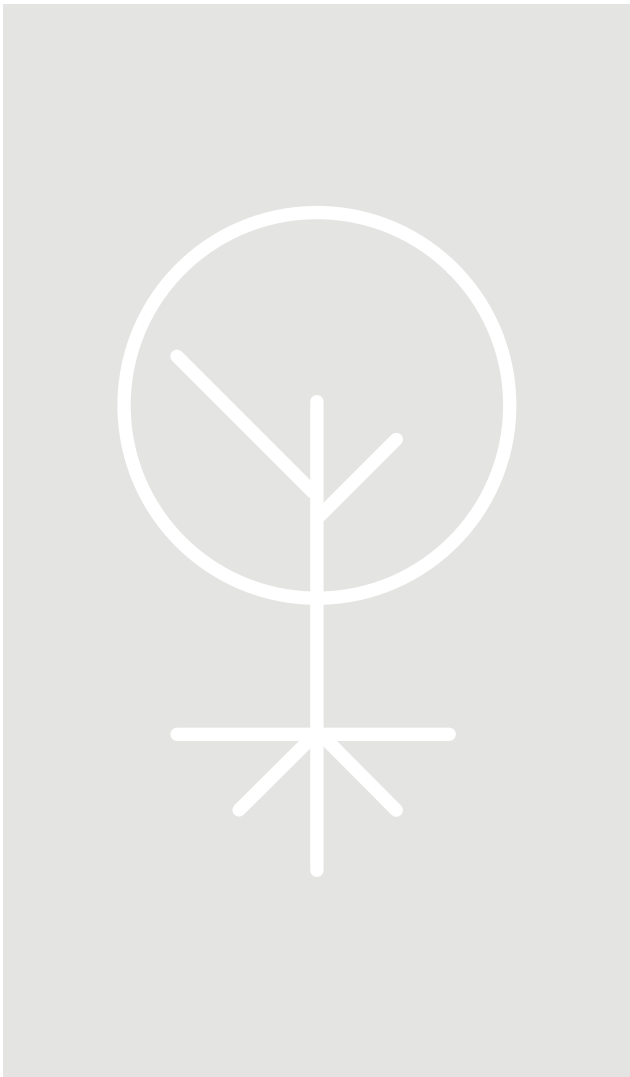


CUSTOMER JOURNEY MAP

rrebrand

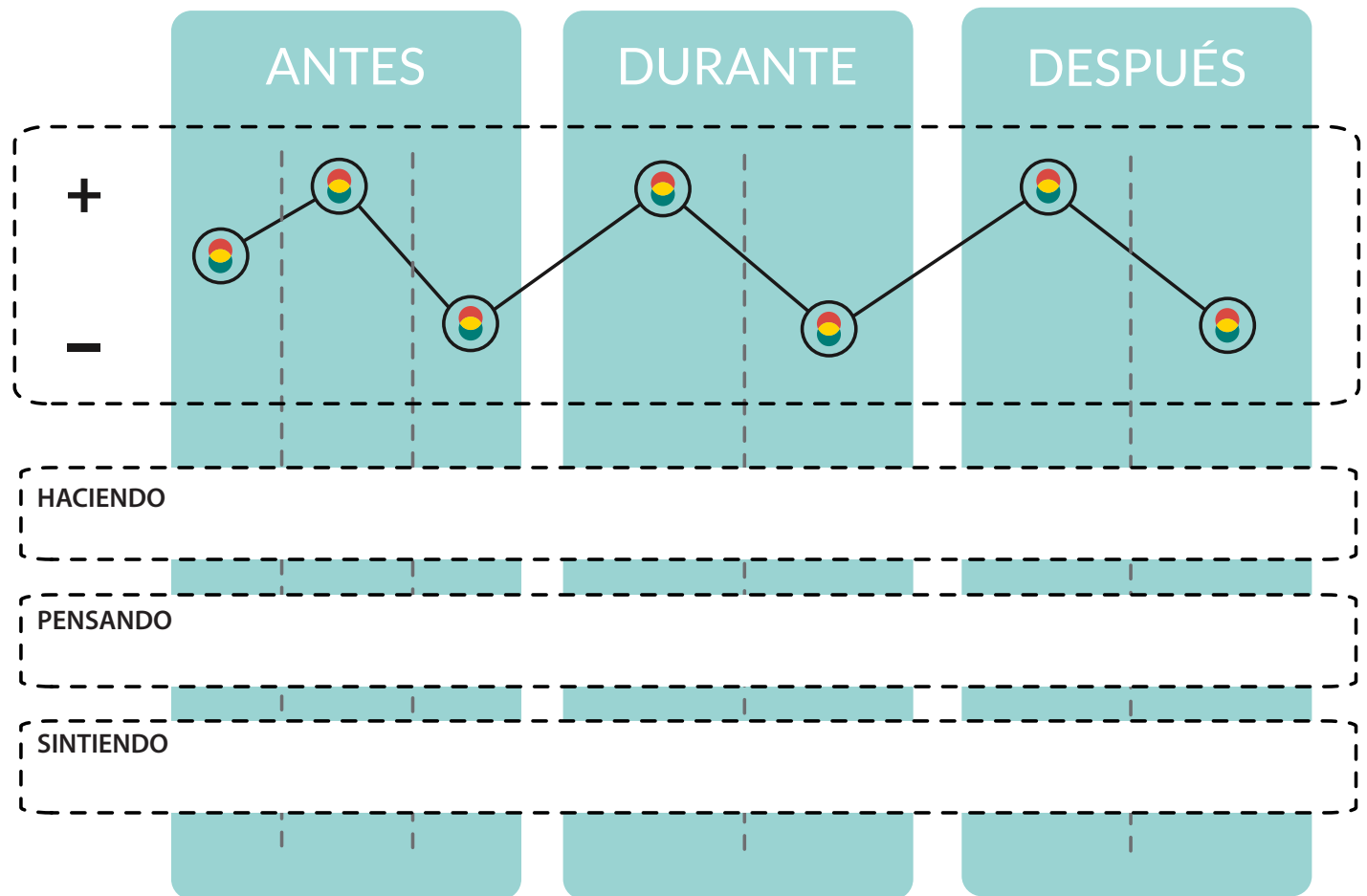


CUSTOMER JOURNEY MAP

El CJM es una visualización de todas las experiencias que un cliente tiene con un producto o servicio durante un periodo de tiempo determinado. A diferencia de los mapas de procesos, un journey esta realmente centrado en el cliente y se ocupa de visualizar su historia como persona.

Por lo tanto, suele incluir también partes de la historia donde el cliente no interactúa directamente con la empresa a través de sus diferentes canales (ej. buscando otras opciones, hablando con amigos sobre el producto/servicio, tiempos de espera, etc.).

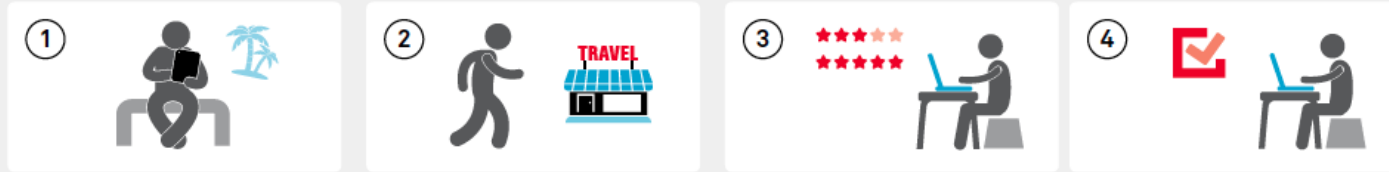
El CJM se estructura por una secuencia de escenas (touchpoints) al igual que una película.





CUSTOMER JOURNEY MAP
desde la perspectiva PERSONAS

TOUCHPOINTS



HECHOS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper

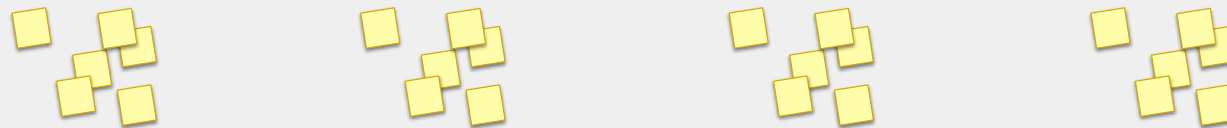
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper

EMOCIONES



CÓMO PODRÍAMOS?

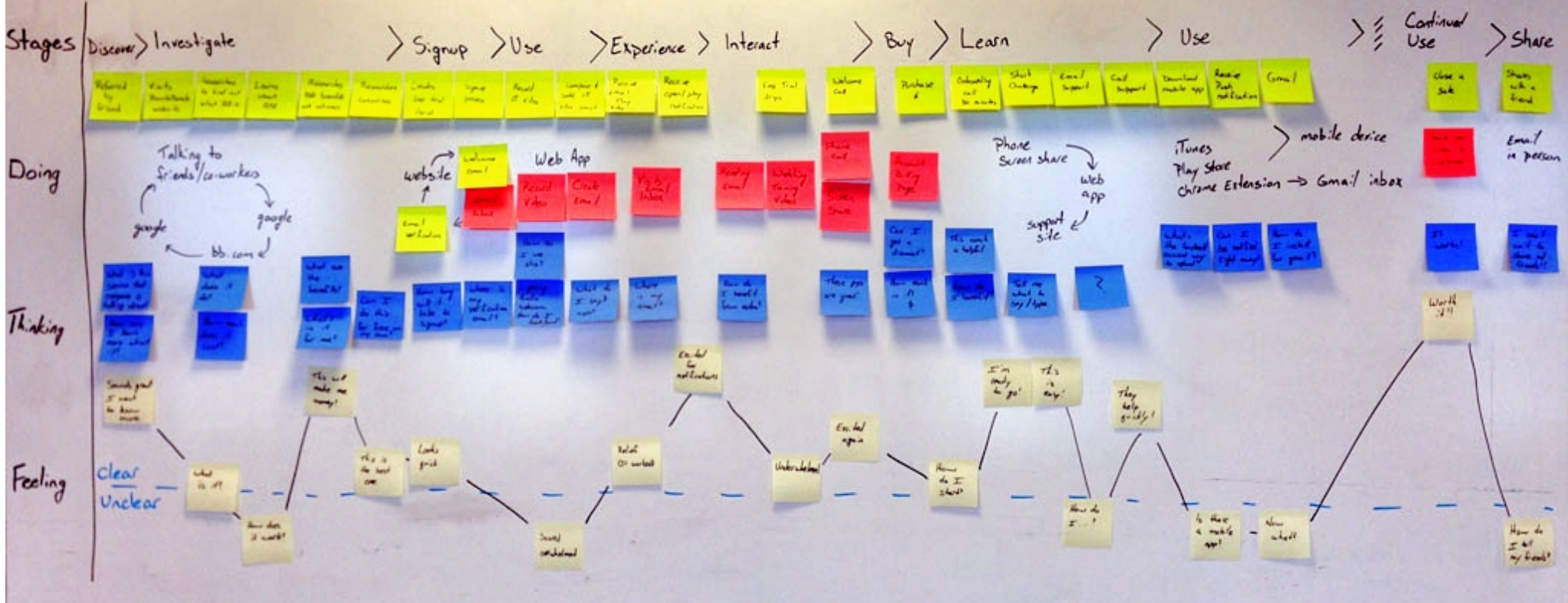




STAGES	RESEARCH	BOOK APPOINTMENT	ARRIVE AND CHECK IN	WAIT DURING SERVICING	CHECK OUT	FOLLOW-UP
DOING						
THINKING	<ul style="list-style-type: none"> • How much will this cost? • What's near me? • How can I contact them? • Why Green Garage? 	<ul style="list-style-type: none"> • Are they flexible? Can I just show up? • What's the fastest way to book an appointment? • Can I cancel or reschedule? How? 	<ul style="list-style-type: none"> • Is it easy to find and get there? • Where do I park? • Where do I go? Who do I talk to? • How long will the wait be? • How much will this cost? 	<ul style="list-style-type: none"> • What can I do while I wait? • Would I rather wait here or come back later? • Will it be done on time? How will I know? • Can I watch what they are doing to my car? • How is my service eco-friendly? 	<ul style="list-style-type: none"> • Will a mechanic tell me exactly did they did? • Will I understand what s/he is telling me? • What is the cost breakdown? • Are there other tips for maintaining my car? 	<ul style="list-style-type: none"> • Where is my car? Is it in the same spot? • When will I need to bring my car in again? • What requires mechanic, and what can I do on my own?
FEELING	<ul style="list-style-type: none"> • Apprehensive - Don't want to spend a lot. • Annoyed - Car trouble is inconvenient. • Clueless - I'm clueless about cars. • Skeptical - Will this really help the planet? 	<ul style="list-style-type: none"> • Frustrated - don't want to jump through so many hoops just to get an appointment. • Hopeful - I hope I got the time I want. • Relieved - now that the appointment is set 	<ul style="list-style-type: none"> • Anxious - If I'm late, will they still take me? • Uncertain - Am I in the right place? This looks different than other auto shops. • Annoyed - Car trouble is inconvenient, but it has to get done. 	<ul style="list-style-type: none"> • Surprised - It's spacious and comfortable. • Bored - No magazines/TV? But there's WiFi. • Skeptical - Is all this green stuff for real? • Impatient - how much longer will this take? 	<ul style="list-style-type: none"> • Relieved - It's finally done! • Relieved - The cost is as expected. • Disappointed - Didn't meet my mechanic? • Clueless - Don't understand what they did. 	<ul style="list-style-type: none"> • Hopeful - Will my car run better? • Optimistic - Does my car feel any different? • Cautious - Are they going to spam my inbox?
CUSTOMER EXPERIENCE	<p>There's lots of competition so knowing who to trust is important.</p> <ul style="list-style-type: none"> • Site is overwhelming and hard to navigate • Broken links • Outdated info 	<p>Appointments can be booked by phone or online but it's tedious either way.</p> <ul style="list-style-type: none"> • Online form asks for a lot of information • Large credit car image at the top is alarming • Online booking still requires email and phone. • Friendly attendant on the phone, but have to go through automated voice first. 	<p>Check-in is fast and friendly but it doesn't feel like the car is getting hugged.</p> <ul style="list-style-type: none"> • No acknowledgement of first-time customer • Phone ringing constantly and loudly • Customer not informed that check-up is included with oil change, until he asked. 	<p>Waiting area is more comfy than most but reading product and green facts gets old fast.</p> <ul style="list-style-type: none"> • Artifacts are not relevant to my service • No indication of my estimated completion • No entertainment • No acknowledgement from staff 	<p>Checkout is fast and painless but it doesn't inspire a huge desire to return.</p> <ul style="list-style-type: none"> • Knowledge and passion only came after prompting. • No clear breakdown of what was done, how it saves money, or the planet • No reason to stay connected between visits 	<p>GG is on social networks but there's no reason to stay connected between visits.</p> <ul style="list-style-type: none"> • Need better reminder than a sticker • Emailed receipt is a dead end. • Nothing to share or connect with my newly green-tuned car
OPPORTUNITIES	<ul style="list-style-type: none"> • De-clutter the website • Concise messaging • straight-forward navigation. 	<ul style="list-style-type: none"> • Streamline appointment form and process • Customer profiles so repeat appointments are easier to set • Use phone for gathering additional details: -> Is visit required? -> What is going on with the car? 	<ul style="list-style-type: none"> • Display signage for parking. • Identify if customer is new or returning (for rapport). • Acknowledge green thinking in conversation. • Provide a menu of services with prices. • Acknowledge both local amenities. Maps would be helpful. 	<ul style="list-style-type: none"> • Provide status updates. • Simplify the display of the artifacts. • More staff interaction. It's good to hear from staff who are passionate about sustainability. • Space is too open - differentiate between public and private spaces. 	<ul style="list-style-type: none"> • Give highlights and direct them to their profile for more details about what was done • Empower customers to visit the site to increase their smilage. • Show price comparisons for different parts: GG vs. average auto shop. 	<ul style="list-style-type: none"> • In the car service documentation, include diagrams and user-friendly terms. • Follow-up and build a relationship: how customer helped the environment with Green Garage, tips for the car, reminders, and invitations to special events. • Customer profile for long-term relationship, and record keeping, and easier appointments

Customer Journey Map

Who: Ellen Schwartz
Real Estate Agent



Gracias, 😊

rrebrand