



nienke bloem
customer centricity



@nienkebloem, keynote speaker
ccxp, mba, making customer experience WORK



4 pillars of a Customer Experience Strategy

1. Listen & Act
on the Voice of the Customer

2. Stand out as a brand!

3. Work on the
Customer Journey

4. Empower
Employee Ambassadorship

Customer Journey Mapping Introduction



Create a persona (beginner)



The background of the slide features a close-up, low-angle shot of a railway track. The tracks are made of metal rails and wooden sleepers, with gravel ballast visible between them. The tracks converge towards the horizon, creating a strong sense of perspective. A semi-transparent blue overlay with a white geometric pattern of intersecting lines is positioned across the middle of the image. The text "List Channels" is centered within this blue area in a white, sans-serif font.

List Channels



Orientation

Booking

Arriving

Playing

After-Play

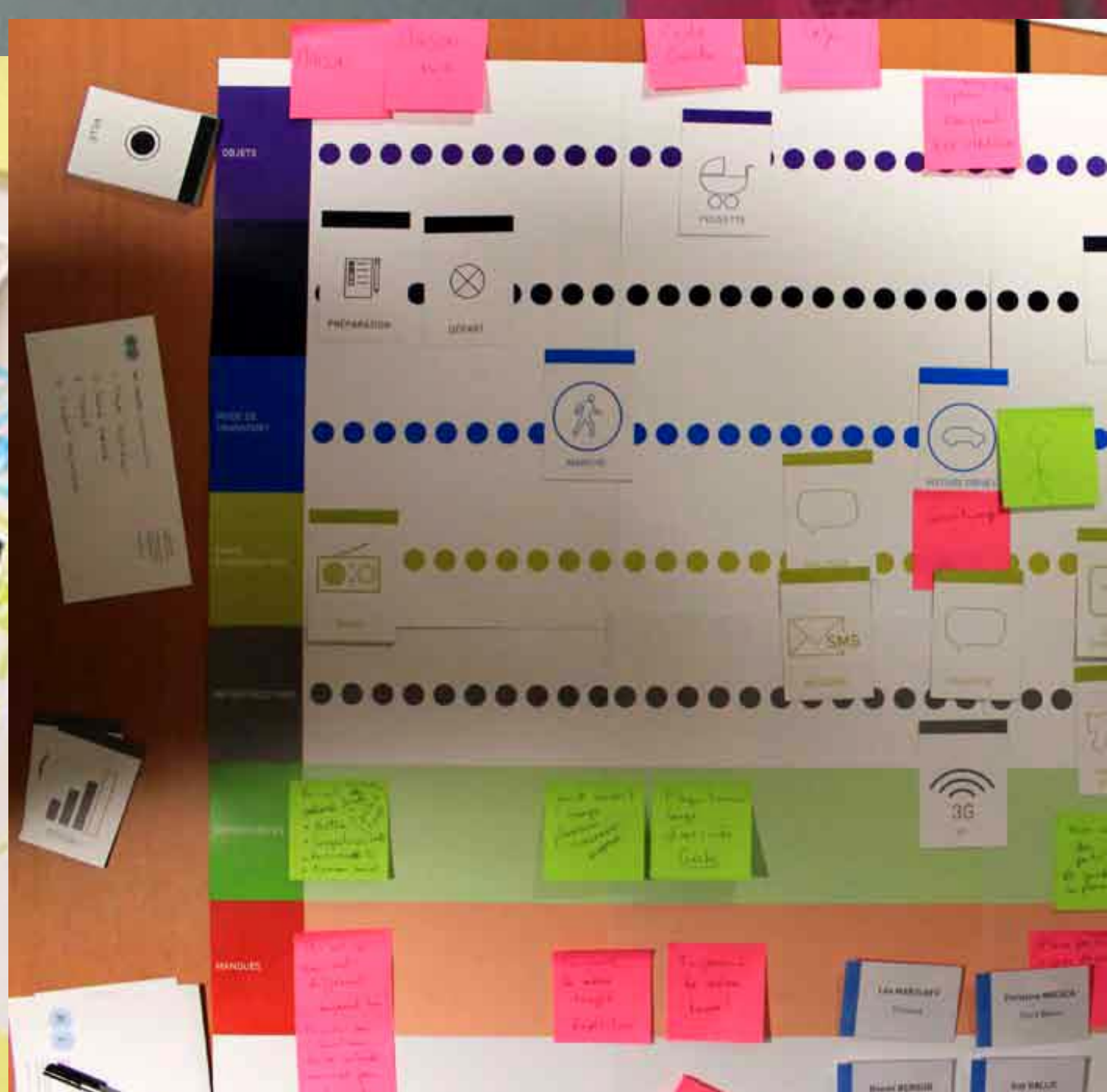
A GOLFER'S CUSTOMER JOURNEY



<https://www.rekommend.io/golf-member-feedback.html>

Map the Customer Journey (peak end rule)





Redesign a moment in the journey




From Re-active to Pro-active



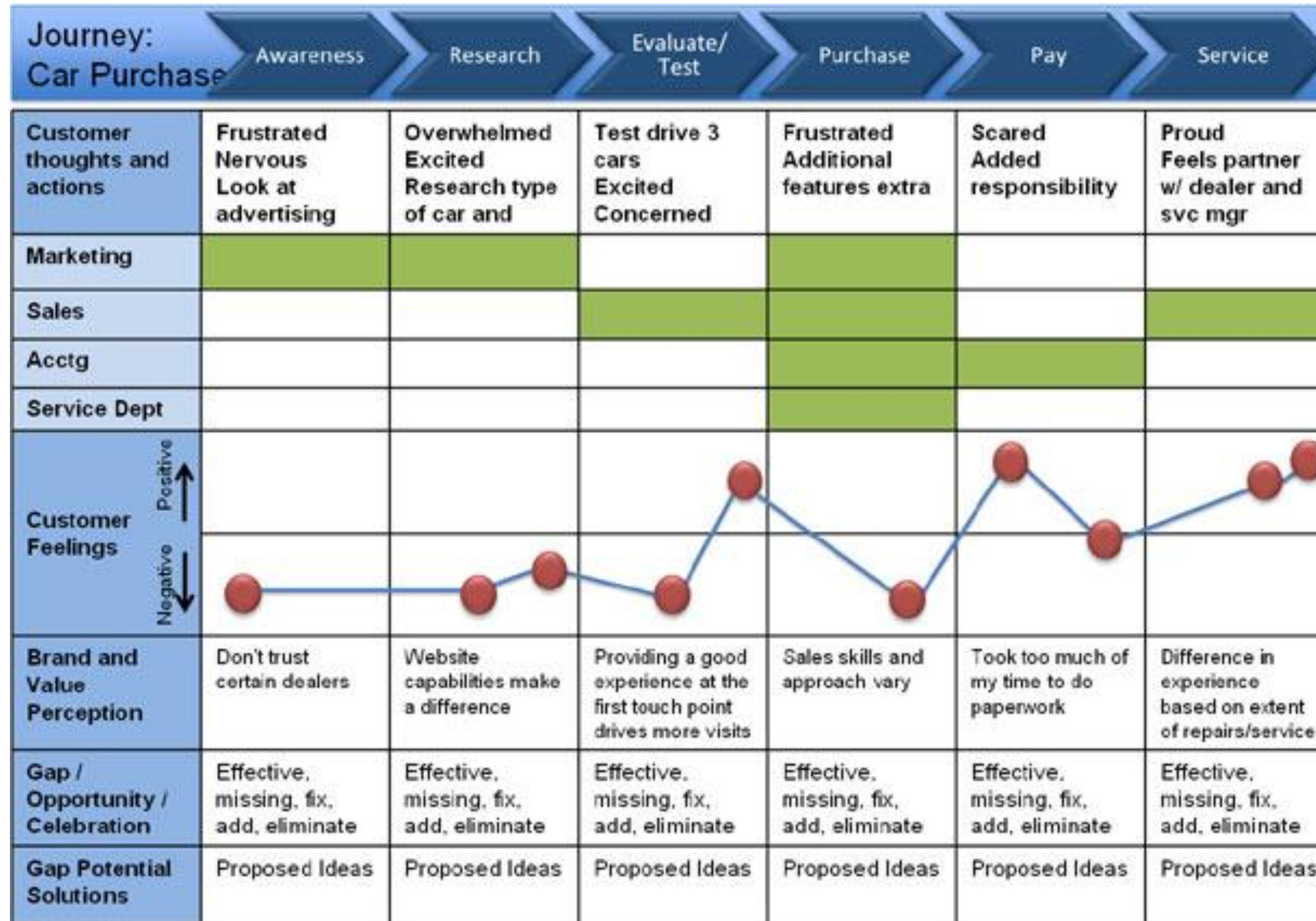
The BIG opportunity is in little things





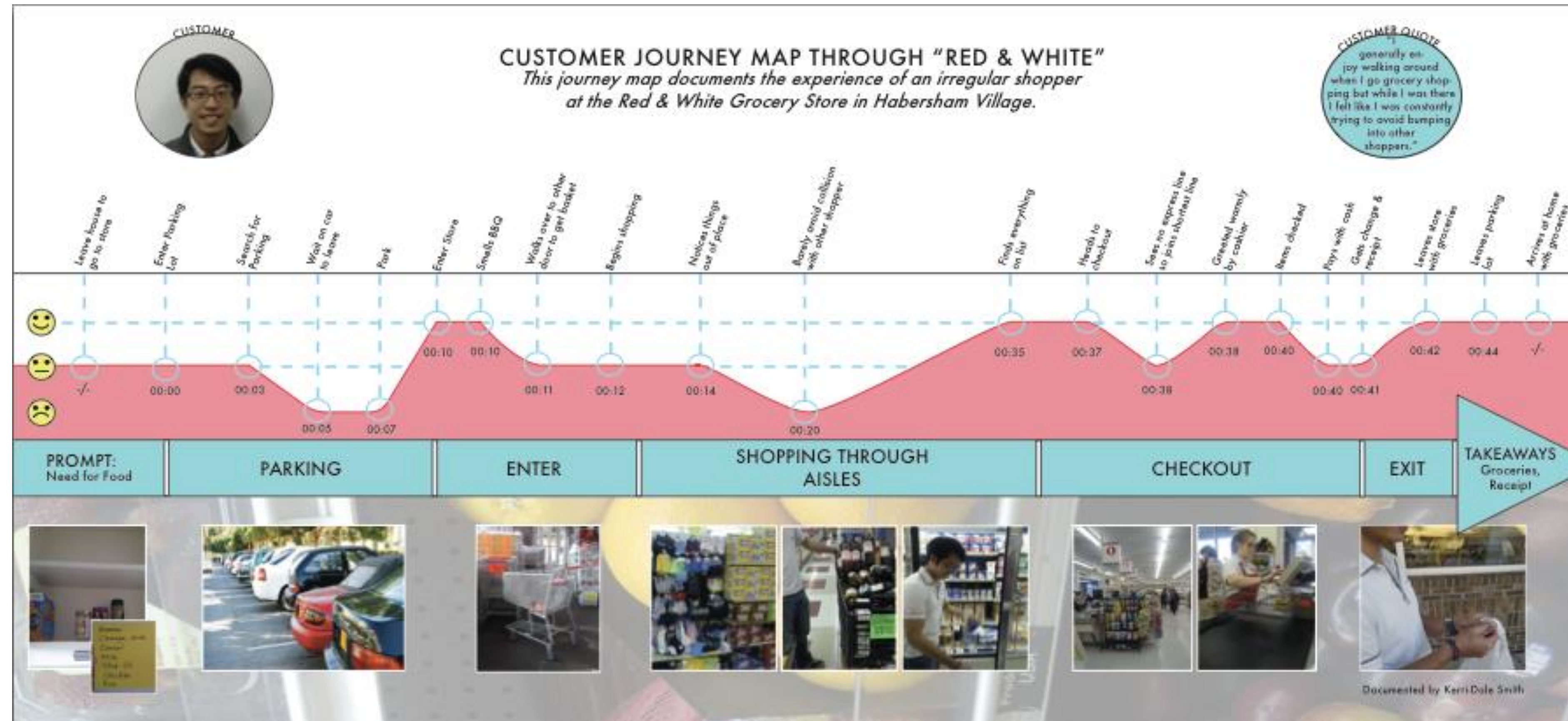
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Journey Map



<http://www.interactionsgroup.com/customer-experience-services/customer-experience-consulting/customer-journey-mapping/>

Journey Map



<http://www.measuringu.com/blog/journey-map.php>

Example of Stages: Hiring a car

I am
booking

AlgarveUncovered.com Powered by **Rentalcars.com** € Euro 🇬🇧 English [Manage booking](#) [Sign in](#) ¹

CAR HIRE PORTUGAL FARO POPULAR LOCATIONS

Car Hire in Faro

Complete the search form below to find cheap car hire in Faro

Search for Car Hire

Pick-up Location
Faro Airport (FAO), Faro, Portugal

☒ Return car to the same location

Pick-up Date: Fri 4 November '16 Time: 12:00
Drop-off Date: Mon 7 November '16 Time: 12:00












☒ Driver aged between 30 – 65?


Purpose of rental (optional) ☐ Business ☐ Leisure


✓ No credit card fees
✓ No amendment fees
✓ 24/7 phone support

Search

Explore the world with the biggest brands



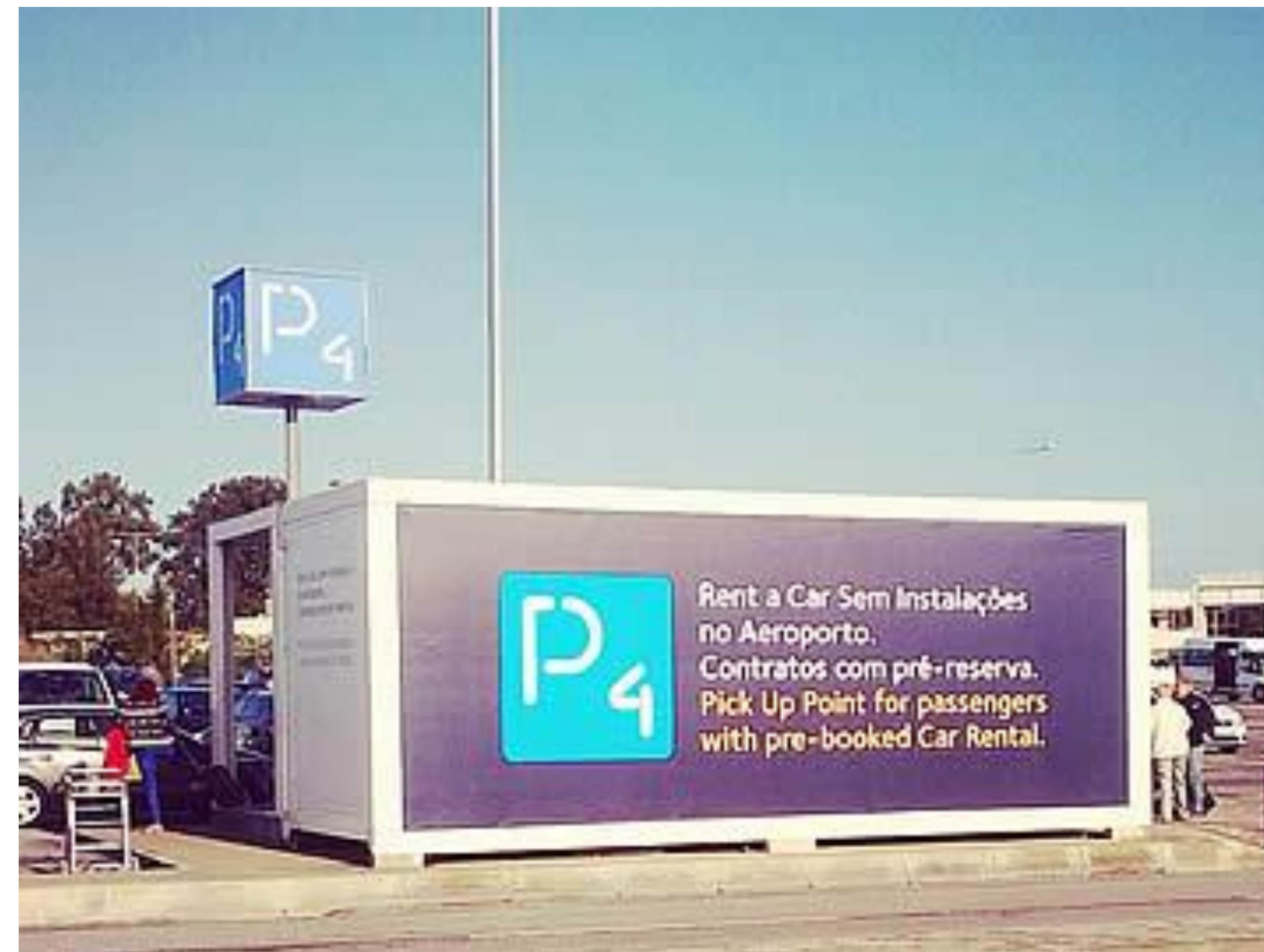
 You can book by phone

 World's biggest online car rental service
Working with over 800 companies in 163 countries, we can find the right

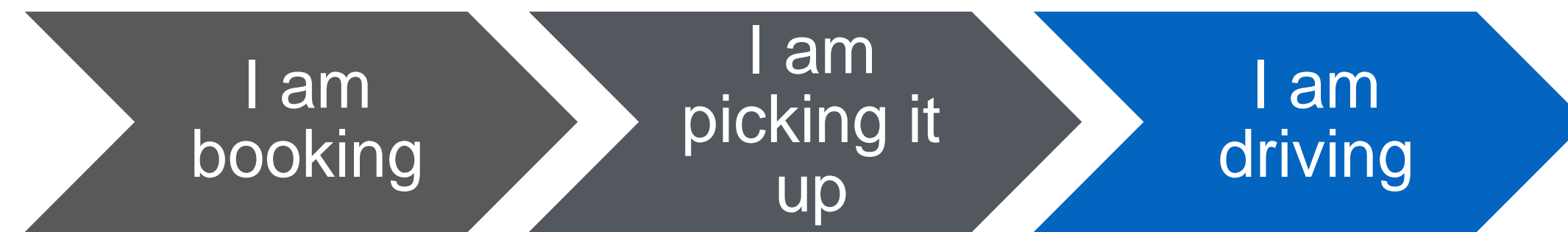
Example of Stages: Hiring a car

I am
booking

I am
picking it
up



Example of Stages: Hiring a car



Example of Stages: Hiring a car



What are the Customer Journey Stages of the Starter in Golf?



Orienting for membership after passing exam



Journey mapping template

Our customer is:					
They Journey they are on is:					
stages					
Touchpoints					
Customer Issues					
How do they Feel?					
What do we Measure?					