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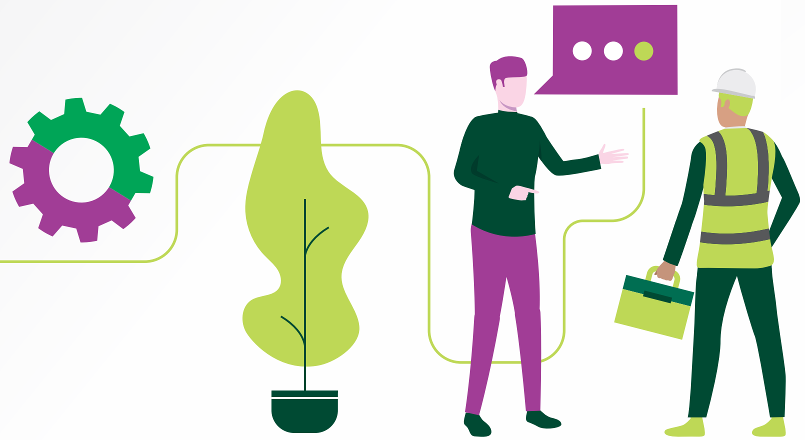
MODULE 5
THE CUSTOMER JOURNEY

This is an interactive exercise that gets the team to think like the customer and explore their journey. What are the sorts of questions our customers are likely to ask? What is there around your building, estate, or local area? Building up the team's knowledge is one way we can support our customers when they have a question or need our help.

WHAT YOU NEED:

1. A printout of the exercise sheet for each person.
2. Have what this module looks and video on the screen ready to play.
3. Room for the team to be together in groups of two or three.

This exercise works best if the information sheet is shared in advance for the team to complete and then discuss their findings in the session, together with filling in any knowledge gaps.



THE EXERCISE:

- Start the exercise by playing the video and explaining the purpose of the session.
- Step 1: Handout the exercise sheet to each of the team and ask them to think of the questions our customers might ask throughout their day (the customer journey – when they arrive with us, during their time with us and when they leave us).
- Step 2: If possible, encourage the team to go out, walk around and find out the answers to the questions they have thought of in Step 1 before holding the session. Asking the team to walk the customer journey is a good way for them to see through the customers' eyes as well as aiding better memory recall.
- If that is not feasible, use the beginning of the session to complete these steps in small teams using each other's knowledge or the internet (e.g. google via their smartphones).
- Ask each member of the team to share a couple of customer questions they have thought of and the answers they have noted on the exercise sheet.
- Once everyone has had a go, see if the team can recall some of the information shared by others by asking them questions back e.g. Where is the nearest chemist? What are the opening times for...?
- Explain to the team that our 'know-how' can support a customer when they find themselves in a stressful situation. Sharing what we know can really build positive connections with our customers and turn a possibly bad experience into something memorable for all the right reasons.
- Ask the team to consider having their own pocket-sized book for them to keep this sort of information to hand or you could create a simple fact sheet for members of the team to have (this could be very beneficial to new starters on their induction).

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TIPS:

- Share the customer quote:

  “On the way to my first board presentation, I sat in reception in plenty of time and got out my notes to refresh my mind, I then realised I didn’t have my reading glasses with me so not only could I not read my notes but was unable to see my mobile phone display. Slightly panicked I asked the friendly faced security guard if there was anywhere nearby to buy a spare pair, to my pleasant surprise not only did he say yes but took me outside the door and showed me where to go. Problem solved and I will always remember him for his help.”

- Ask the team:

  What situations have they found themselves in? How have they helped a customer by **sharing their knowledge?**

TO CONCLUDE:

- Always ask the team at the end of the session, is there anything that they will **Stop** doing, **Start** doing or more importantly **Keep** doing to improve the customer experience? Note down any ‘promises’ individuals make as you can use these in future conversations with team members to keep the momentum going between modules.

In summary, thinking like our customers (and walking their journey) lets us pre-empt customer questions and requests. By knowing your building, estate, or local area we can help smooth our customers’ journeys and delight them with our ‘know-how’. Afterall, we should be the on-site experts.

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