

MODULE 5




THE CUSTOMER JOURNEY



The customer journey is all about seeing things as a customer does, what's it like to walk in their shoes. This exercise looks at how being able to pre-empt customer questions and requests, by knowing your building, estate, or local area, you can smooth their journey and delight them with your 'know-how'. Afterall, you should be the on-site experts for our customers. Think about all the different types of customers (residents, visitors, delivery drivers etc.) that might ask for your help during your day at work. What sort of questions might they ask, and do you know the answers?

1 Use the table below to capture the different questions you could be asked (or have been asked previously that you did not know the answer to). Think about how these questions might differ during the different parts of the customer's journey with us.

2 Either before the session take time to explore the building and local area to note down the answers, or in the team session work in small groups to find the answers using each other's knowledge or the internet (e.g. google).

CUSTOMER JOURNEY	QUESTIONS OUR CUSTOMERS ARE LIKELY TO ASK	YOUR ANSWERS
1 When arriving 	<ul style="list-style-type: none">Before I sign in, where are the nearest toilets?	
2 During their time with us 	<ul style="list-style-type: none">I've got a 30-minute break, where is the best place to grab a coffee?	
3 When leaving us 	<ul style="list-style-type: none">I've a headache, do you know where the nearest chemist is?	