

Improve Customer Experience with Customer Journey Management

Who are we?



Chief



Danny

Chief IT



Olf

Sr. Consultant



Manon

Vacancy
Jr. Consultant



Lead
Developer



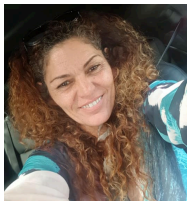
Pavan

Marketing &
Communication



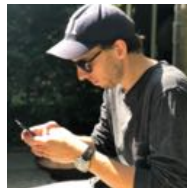
Annelise

Event & Office
Manager



Juliana

Sr. UX
Designer



Sven

Backend
Developer



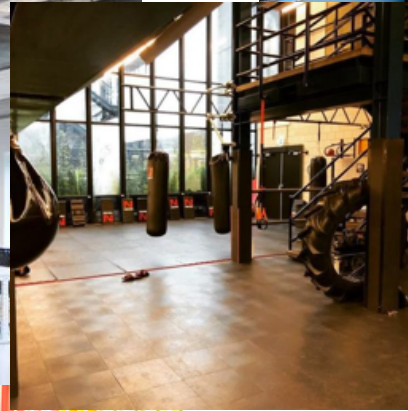
Shravani

UX & Visual
Design



Kevin

Our office



B.
Building
Business





FORRESTER®

'Experience driven businesses drive superior business performance by investing broadly in Customer Experience across the customer Life Cycle'

Met trots gewerkt voor...



's-Hertogenbosch



Mercedes-Benz

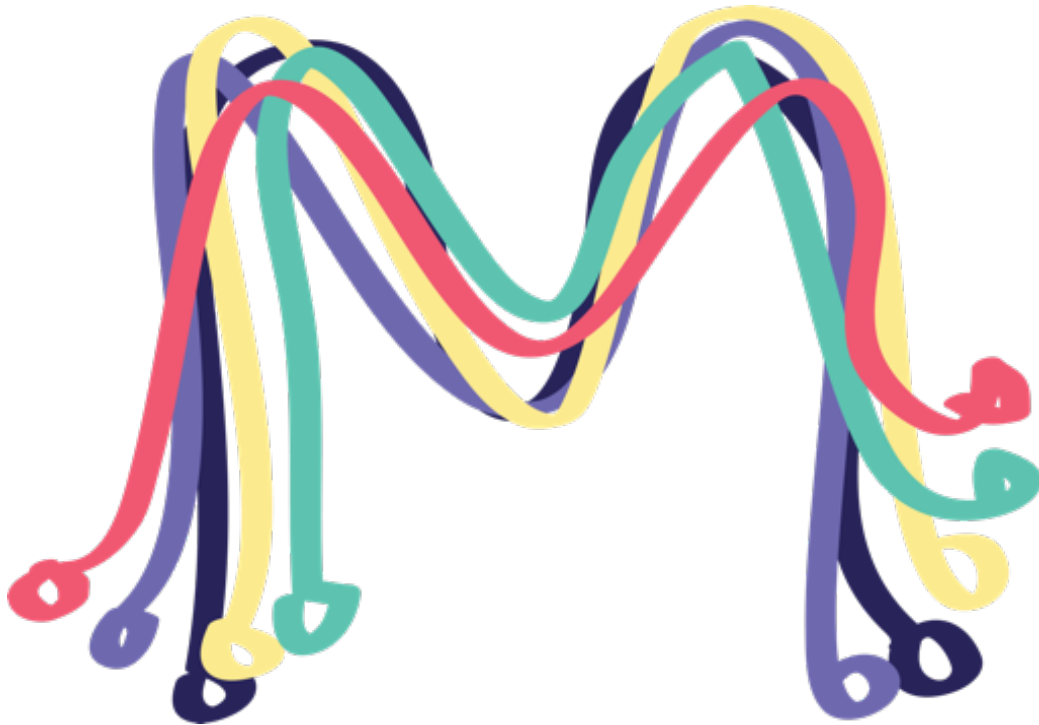




Problems we see in organizations

- ➔ Board rooms start losing faith in CX metrics
- ➔ Difficulties prioritizing Customer Journey's on several levels in the organization
- ➔ More and more Customer Journey Maps in marketing, sales and operation departments
- ➔ Printing Excel or Powerpoint makes it hard to have flexible and up-to-date Customer Journey Maps
- ➔ Measuring CX in different channels and different Customer Journey's makes it hard to have correct insights
- ➔ What needs to be done, by whom, in which channel and in which Customer Journey?

Solutions by Milkymap



Milkymap platform for Customer Journey Management

Consultancy, strategy and advice

Data Driven CX

Methodologies



Connecting Life cycle model[®] to Customer Journey's

Life Cycle Stages Customer Journey's



Phases



Episodes



Contact reasons



Touchpoints



7 phase Customer Journey Management toolkit[®]



1. Scope



2. Insights & Understanding



3. Current Customer Journey



4. Ideal Customer Journey



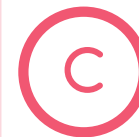
5. Improvement Brainstorm



6. Prototyping



7. Implementation



6 step Customer Journey Mapping methodology[®]



1. Scoping the Journey



2. Episodes



3. Touchpoints



4. Validate



5. Scenarios



6. Emotions



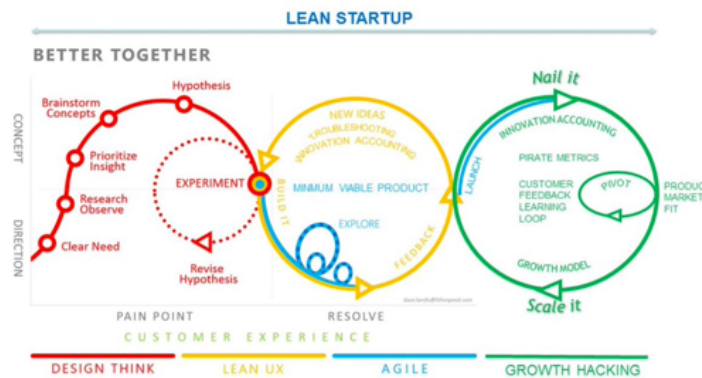


Creative and innovative, this is how we work

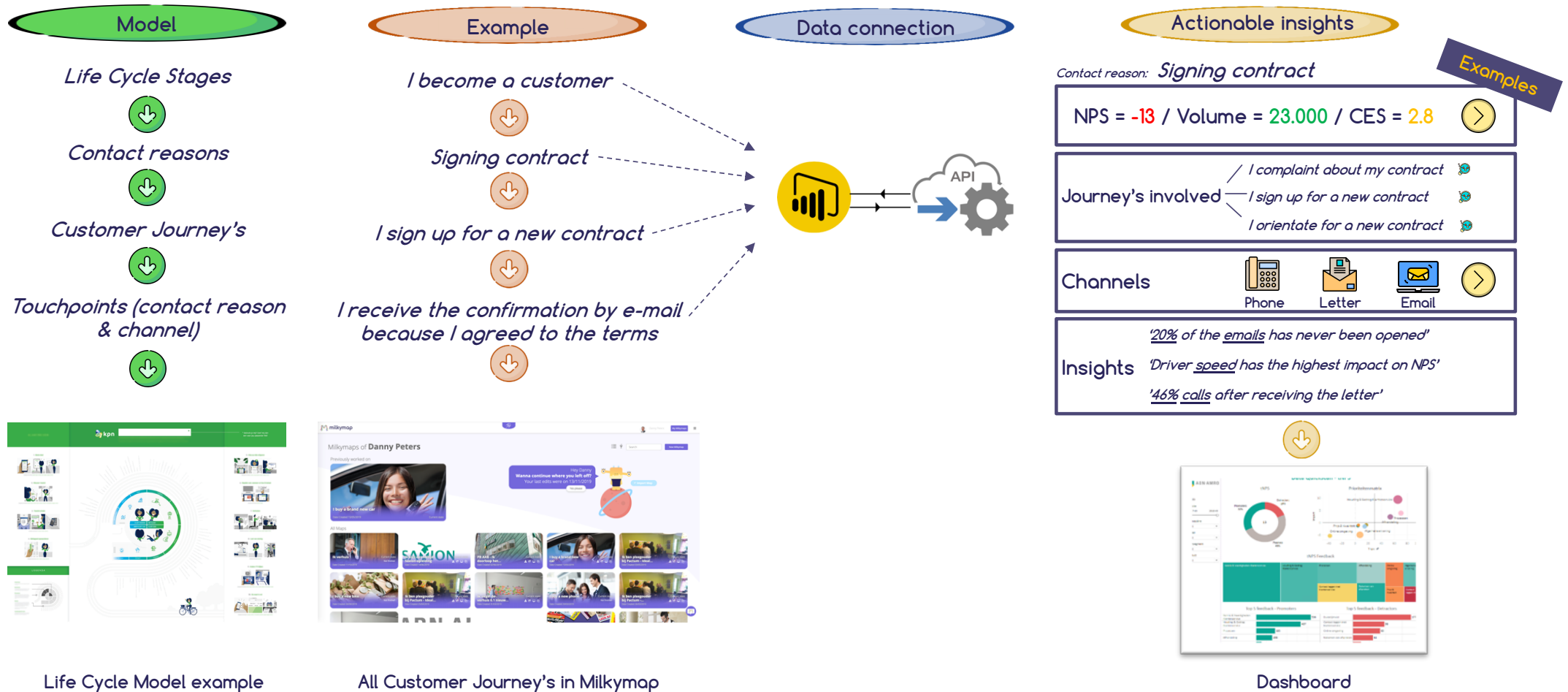
Lego Serious Play

Lean Startup

Google Sprint



Data driven CX



We are connecting survey platforms with the Milkymap platform to visualize, report and create insights. In the Life Cycle Model and the underlying Customer Journey's we can show the data and also make Journey's actionable.

Cases, proud to have served these customers



Combining Service Design and Customer Journey Mapping



7 phase Customer Journey Management toolkit



Connecting Life cycle model to Customer Journey's



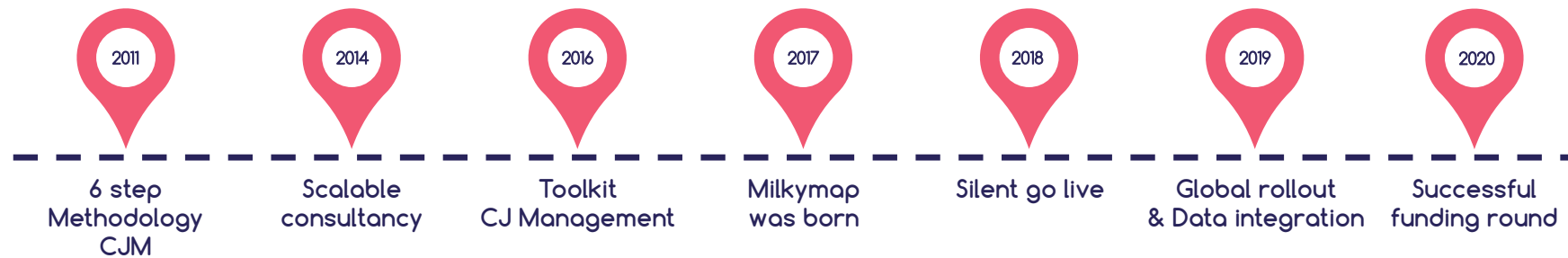
a.s.r.
de nederlandse
verzekerings
maatschappij
voor alle
verzekeringen



6 step Customer Journey Mapping methodology



Our journey



- ➡ 30+ Customer Journey Management toolkit rollouts
- ➡ 150+ trained experts in Customer Journey Mapping methodology
- ➡ 130+ countries with Milkymap users
- ➡ 200+ Customer Journey Mapping sessions
- ➡ 10+ certified CX consultants, using the Milkymap methodologies



In Milkymap there are 5 main functionalities



Visualize



Present



Measure



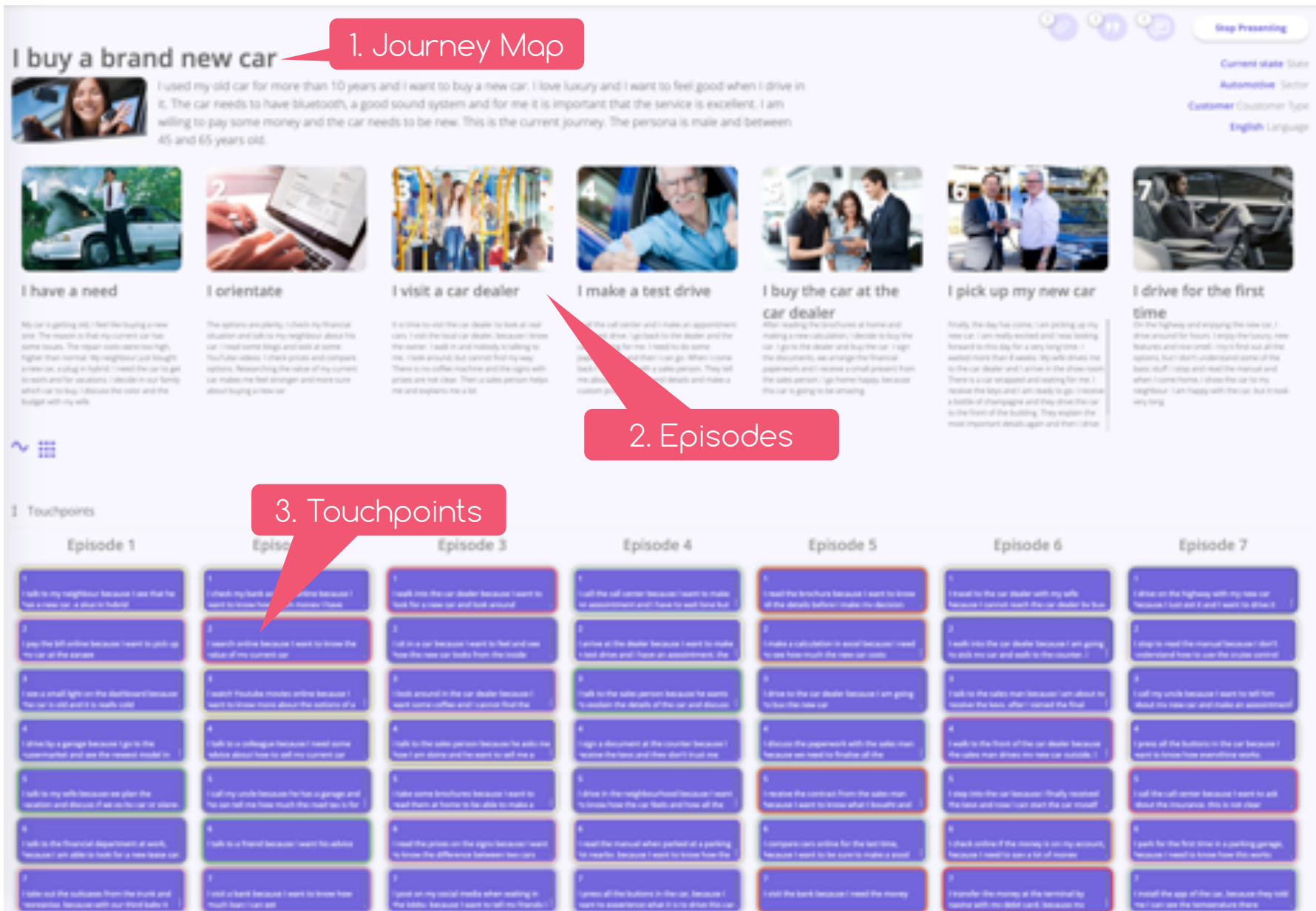
Analyze



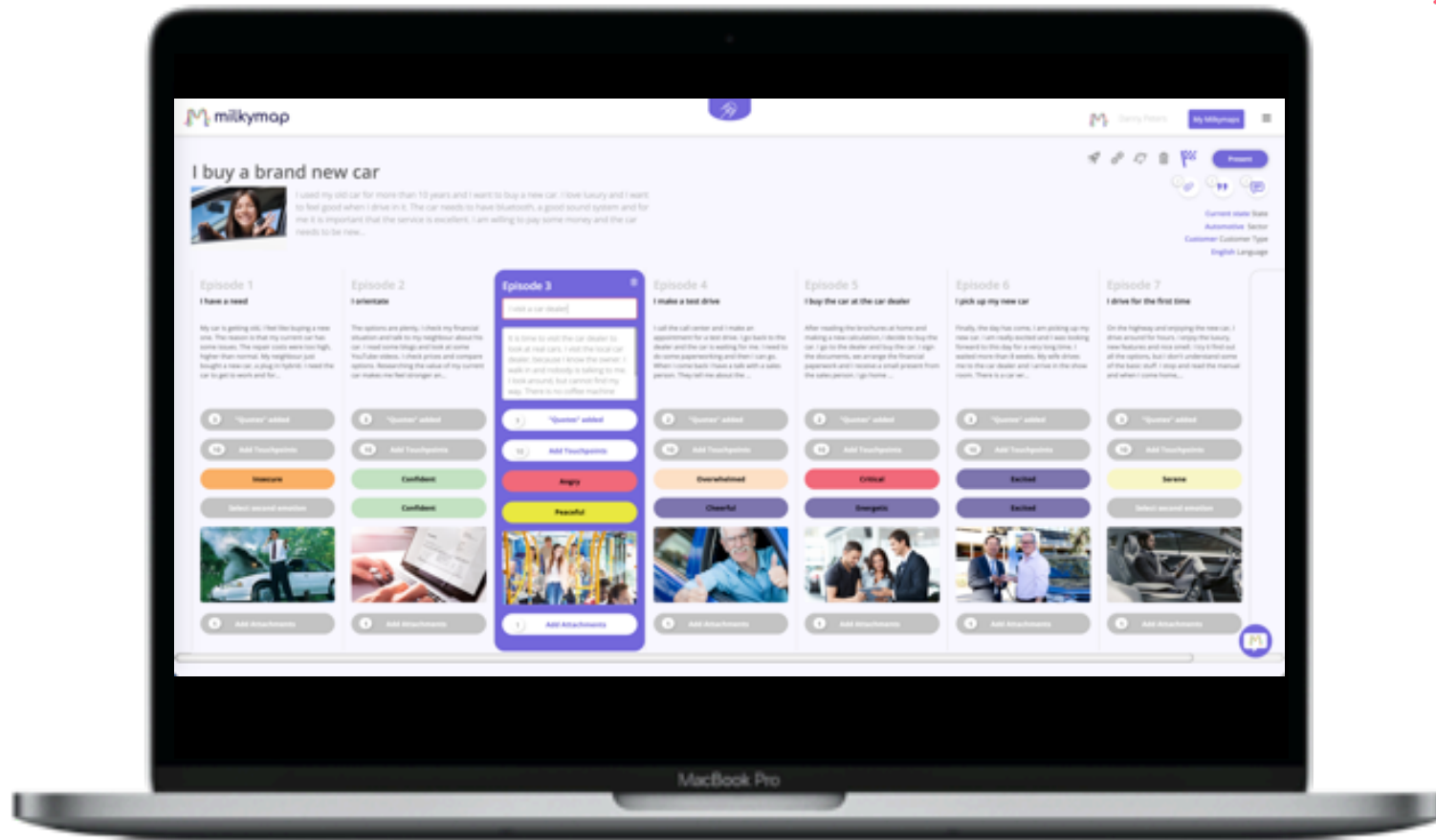
Improve

We facilitate the user in Milkymap with a range of features to improve Customer Experience.

Milkymap has 3 levels

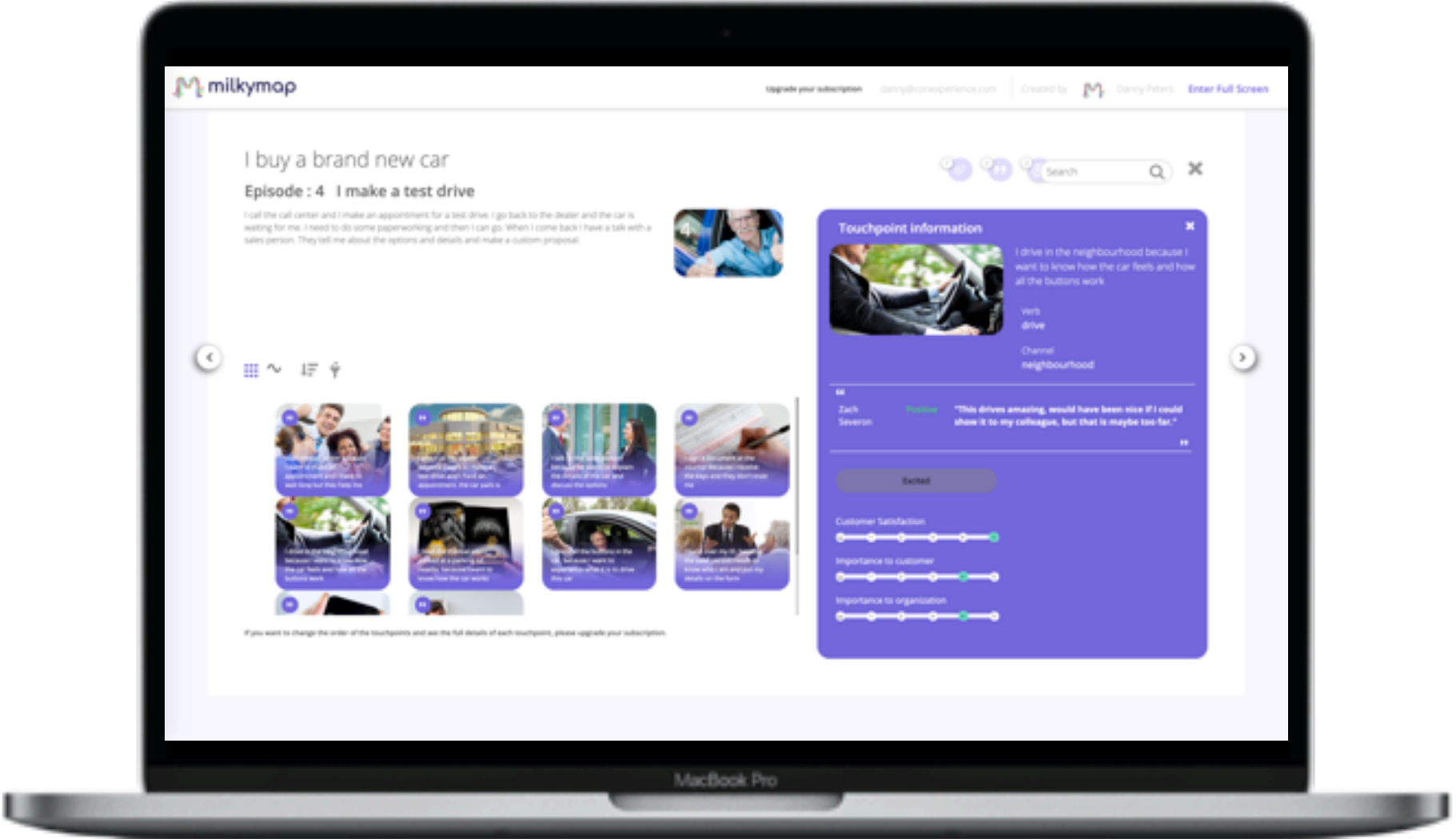


Easy to use



The edit mode ('Episode editor') in Milkymap is easy to use, fast and helps the user to build the Customer Journey Map based on the Conexperience methodology. It is also possible to do this without having a methodology or deep knowledge of a Customer Journey mapping methodology.

Present like a pro



Plutchik emotions, scientifically proven, applicable on episode and touchpoint level  milkymap



Danny Peters

My Milkymaps



Pick an emotion for the map

Emotions

[Read more about Plutchik's wheel](#)

Emotion Currently Selected:

Confident



Turn the wheel by clicking on me

I buy a brand new car



I used my old car for more than 10 years and I want to buy a new car. I love luxury and I want to feel good when I drive in it. The car needs to have bluetooth, a good sound system and for me it is important that the service is excellent. I am willing to pay some money and the car needs to be new. This is the current journey. The persona is male and between 40 and 60 years old.



I have a need

As an experienced car buyer, I know that I need to find a car that meets my needs. I have a need for a car that is reliable, has a good sound system, and has a good service. I am willing to pay some money and the car needs to be new. This is the current journey. The persona is male and between 40 and 60 years old.



I orientate

The system can help me to find a car that meets my needs. I have a need for a car that is reliable, has a good sound system, and has a good service. I am willing to pay some money and the car needs to be new. This is the current journey. The persona is male and between 40 and 60 years old.



I visit a car dealer

I can visit the car dealer to see the cars in person. I have a need for a car that is reliable, has a good sound system, and has a good service. I am willing to pay some money and the car needs to be new. This is the current journey. The persona is male and between 40 and 60 years old.



I make a test drive

I can make a test drive to see how the car feels. I have a need for a car that is reliable, has a good sound system, and has a good service. I am willing to pay some money and the car needs to be new. This is the current journey. The persona is male and between 40 and 60 years old.



I buy the car at the car dealer

I can buy the car at the car dealer. I have a need for a car that is reliable, has a good sound system, and has a good service. I am willing to pay some money and the car needs to be new. This is the current journey. The persona is male and between 40 and 60 years old.



I pick up my new car

I can pick up my new car. I have a need for a car that is reliable, has a good sound system, and has a good service. I am willing to pay some money and the car needs to be new. This is the current journey. The persona is male and between 40 and 60 years old.



I drive for the first time

I can drive for the first time. I have a need for a car that is reliable, has a good sound system, and has a good service. I am willing to pay some money and the car needs to be new. This is the current journey. The persona is male and between 40 and 60 years old.



Journey Curve



[illegible]

Contact details

Address:

John M. Keynesplein 12
1066 EP Amsterdam
The Netherlands

Danny Peters, co-founder/CEO

Phone: +31 6 22 05 05 20

Email: danny.peters@milkymap.com

