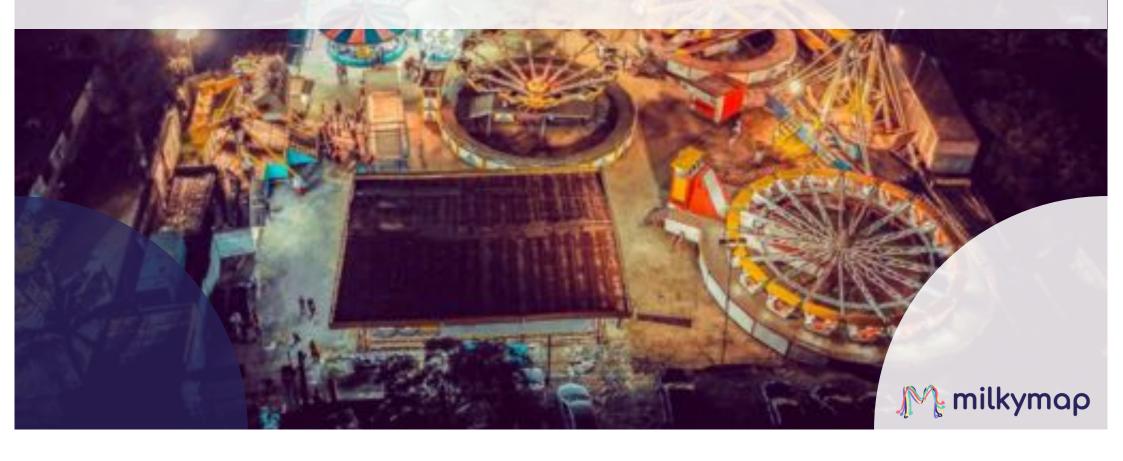
Improve Customer Experience with Customer Journey Management





Who are we?

Chief



Chief IT



Lead



Sr. Consultant



Vacancy Jr. Consultant



Marketing & Communication



Sr. UX



Backend Developer



UX & Visual Design







Designer





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

Met trots gewerkt voor...





Natuurmonumenten













ELSEVIER



Liander

















































elkien









Provincie Noord-Brabant

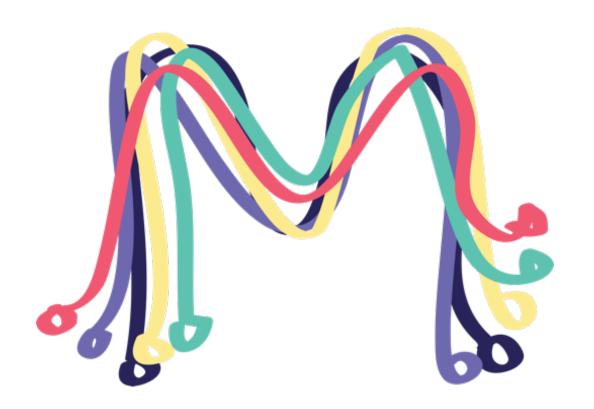




Problems we see in organizations

- Board rooms start loosing 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





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



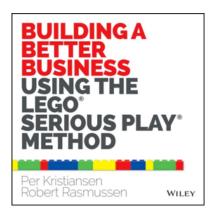
M milkymap





Creative and innovative, this is how we work

Lego Serious Play Lean Startup Google Sprint











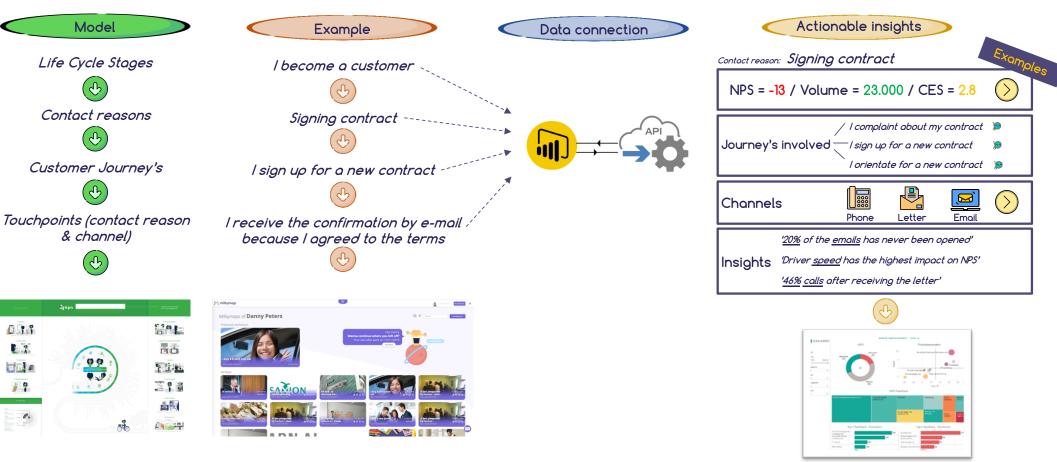


Data driven CX

Life Cycle Model example



Dashboard



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.

All Customer Journey's in Milkymap





































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

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.



1. Journey Mop

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 45 and 65 years old.



Step Presenting

Current state State Automotive Sector

Customer Countomer Type

English Language



I have a need

My on a getting set, I feet that toping a new and The report is that equipment can has some tours. The repair costs were not high, higher than normal. Wy registers and brought printer on: policy in habital creed the car to get Screen's profiler spoplares, liabstate in our family which our to buy 1 discuss the color and the



I orientate

situation and talk to my neighbour about his car irread some blogs and soil at some You'lube whose I shack prices and compare agations, Researching the value of my current can make the first stronger and more ours about buying a new or



I visit a car dealer

It is time to visit the or dealer to look at real the same I said it and robusty trialing to the Took around; but cannot first by way These is no coffee injulies and the copin will. me and explains must be



I make a test drive

he typ lack to the dealer and the her longs Wen lone a natio contract. They had

2. Episodes



I buy the car at the car dealer

mating a new calculation, I decide to buy the can light to the should and buy the can I sign the bounders, we arrange the framewal the sales person, has home happy because the car is going to be amazing.



I pick up my new car

finally, the day has come, nam poling up my have car I am really excited and I was limiting forward to this stip for a very long-time. I a bottle of champagns and they dine; the or to the front of the building. They explain the most important details again and then lighter



I drive for the first

time

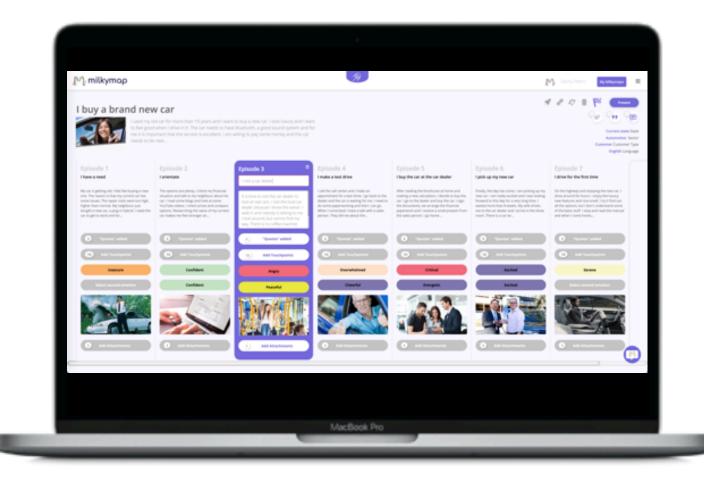
directional for hours, herging the locally, here basic stuff independ modified instead and when I come home. I show the car to my neighbour fam happy with the orc has trook



3. Touchpoints						
Episode 1	Episo	Episode 3	Episode 4	Episode 5	Episode 6	Episode 7
Took to my neighbour because I use that he has a new our a plant to habital	Tenne spineter (met bestellt aus eine bestellt a	Transit into the car dealer because I sent to. See for a new or and had around	tual for all arms because any service makes a make an analysis of the same and the	t. Linari for brothers because I seet to know of the details before: radio the decision.	1 I modifie the car dealer with my wife Secure 1 certail seed the car dealer be bus	T Tables on the highway with my new cor Necessary but not ben't work to dilect.
3 I pay the bill ordine because heart to just up we can all the consen	I I report potte because I word to know the value of the current cor	If the perfection healt to fed and one feet to the leaders.	E Lamba at the Switer because I want to make a look drive and Trace or associatement. He	Throbe a calculation in excellent confinement in case from much the receipt continues.	2 I work into the car shades because I are gaining to shift the car and such in the counter I	3 I day to read the manual because I durit understand have to use the cruter control
8 I see a med light on the destinant lineaux the set is did wid to hade side	(match Fluida modes office because I sent to force them after I	If their around in the san dealer ferrouse? sent come coffee and come their the	If the fire sales person because he some to some to some the source to some the source of the sales of the sales and discuss if) I dince for the san shader ferrouse I am going In that the I day san	I High to the sales manifestation about to senter the box other conset the final	It is all my while because I seet to self ten- should be take an analytical an assessment
e I differ by a garage because I gar to the I contributed and are the research model to: 1	# Task to a colleague factorier count come white place has to sell my current cer	# Trade to the sales parties because he sales no Now I pro dates and he word to sell me a	E Tago a document at the counter because I women the face and then shall trust me	e Lebour the paperson's with the sales man because on seed to finalize of the	d Leads to the front of the sar Sealer Security the cales man of her to here can success. 1	4 I press of the buttorn in the car because I want to brow have exemptions works
S Facilities may with freeze one polar than manters and follows if an action of an action	6 I cod my underlandate for her a garage and her cod and has been much the road out of the	6 Inside some brookures because heard to read them at home to be able to make a	E Tables in the resignation from the course is sent in transition the car fields and the of	S. I receive the contrast from the sales must. Assessed search in trace what I benefit and 1.	S I play into the car because it hady resided the last and rear can that the car mould	S I sall the call senter because I eart to all about the insurance. This is not clear
	6 Task to a friend because were to white	6 Tread the price on the signs because least to brow the ofference between become	6 I result the manual when perhadrat a parting for regular because I work to know how the	6 Losspanicas prime for the lections, Secure Least to be come make a soul.	E I phase colore if the money is on my ecount, hecouse I week to see a fat of money	6 I park for the first time is a parking garage. Security I result is bross from this south.
3 Faller and the sulfrages from the trust and recreasing because with our fitted balls it	7 1986 of bank because I work for from how worth fractions and	F Typed on my social media when making in the biddle because I seed to self to Promise I	F Lymes of the bullions in the sax because I work to assertance what it is to drive the sax	P I will the bank because I need the money	2 I besoin the money at the terroral by sealing with the debt card because the	2 Finish the spe of the on January they sale had our on the terromenture there.

Easy to use

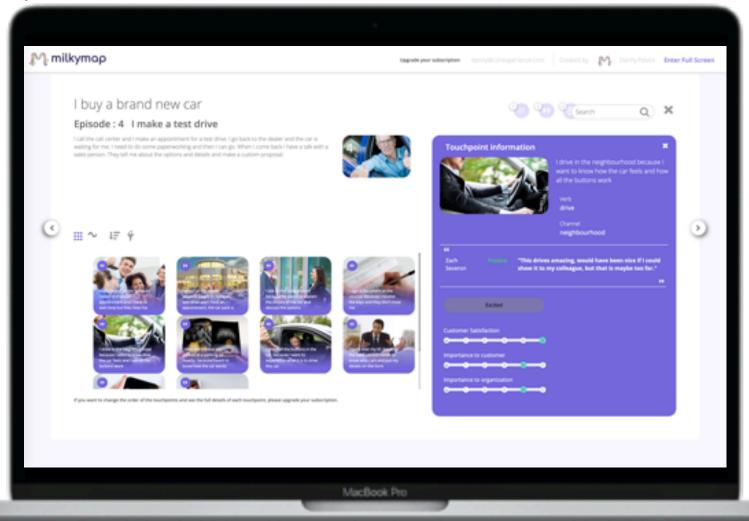




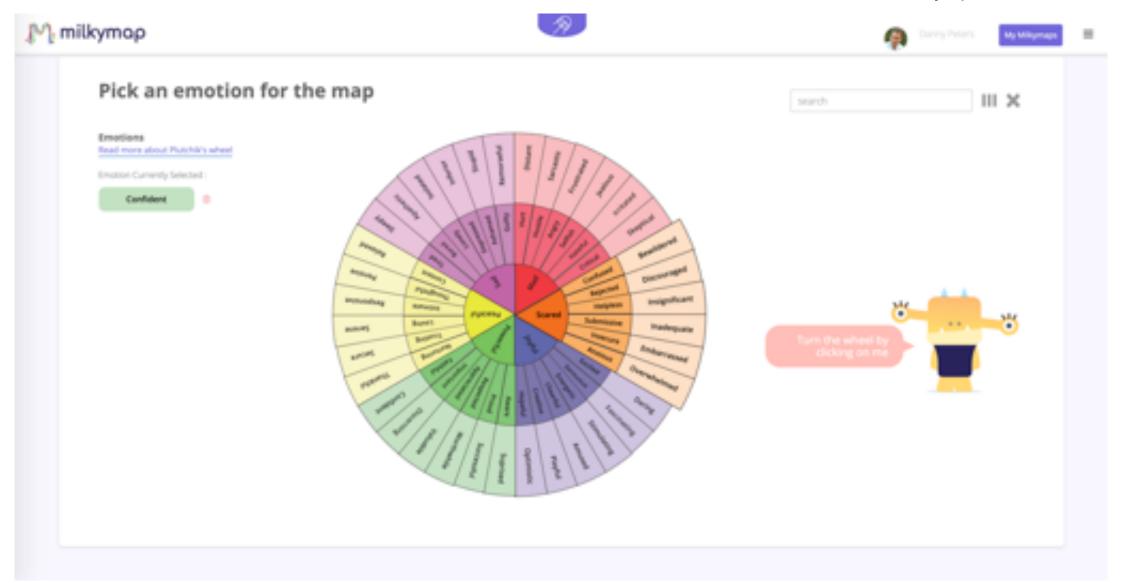
The edit mode ('Episode editor') in Milkymap is easy to use, fast and helps the user to build the Customer Journey Map based on the Conexperience methodology. It is also possible to do this without having a methodology or deep knowledge of a Customer Journey mapping methodology.

Present like a pro



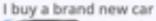


Plutchik emotions, scientifically proven, applicable on episode and touchpoint level milkymap











M milkymap

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I have a need



I orientate



Evisit a car dealer



I make a test drive



I buy the car at the car dealer



I pick up my new car



I drive for the first time.



I Journey Curve





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