

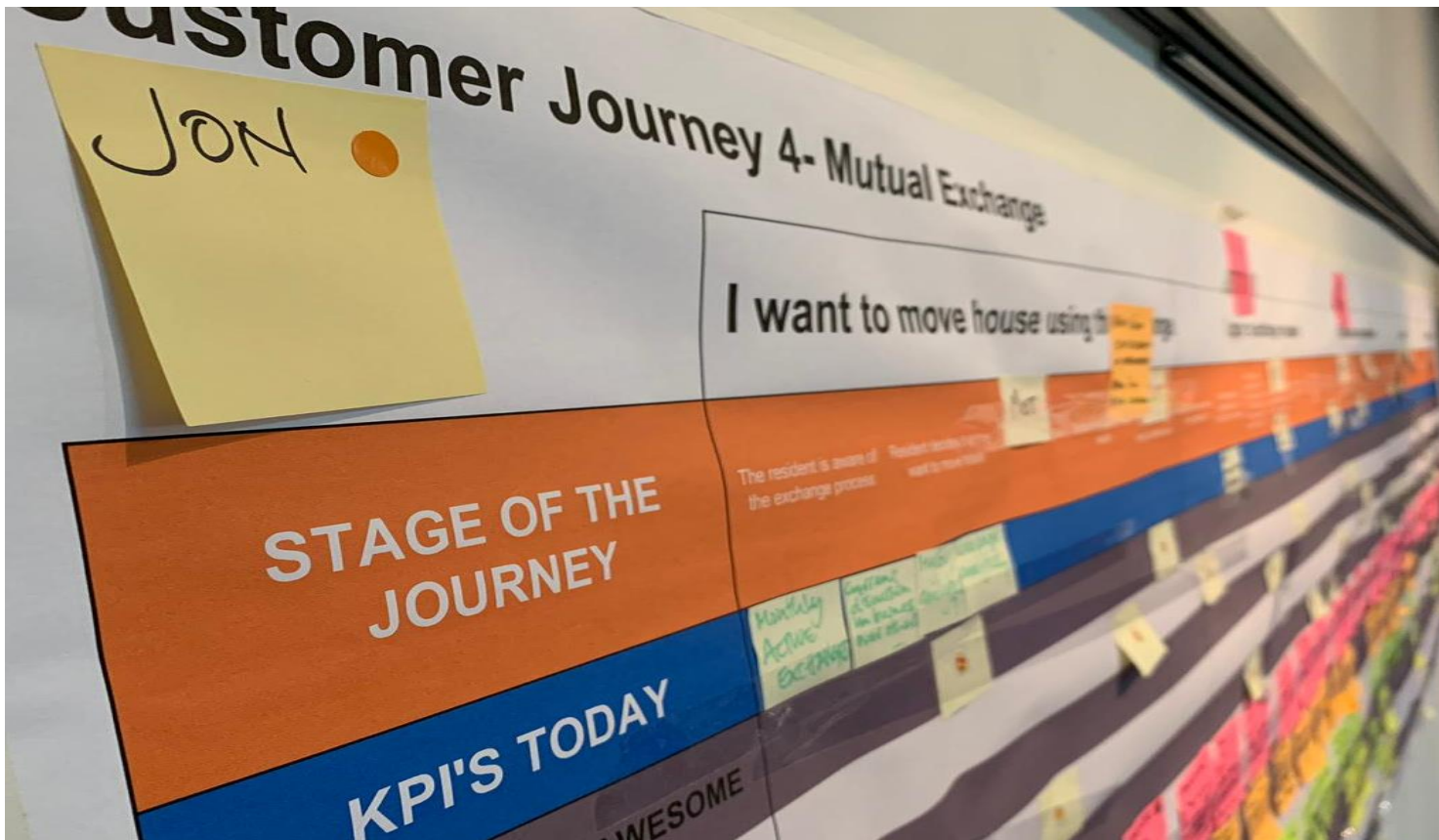
TPAS Cymru  
Annual Conference  
2021

17 November 21

# Customer Journey Mapping:

How to make it work

# What is Customer Journey Mapping?



- ✓ Valuable insight tool
- ✓ **TLC** – see the world through your customer's eyes
- ✓ Identify pain points
- ✓ Identify opportunities
- ✓ Clearly shows measures & gaps

# Why?

**CUSTOMER  
GOAL**



**AWARE  
OF NEED**

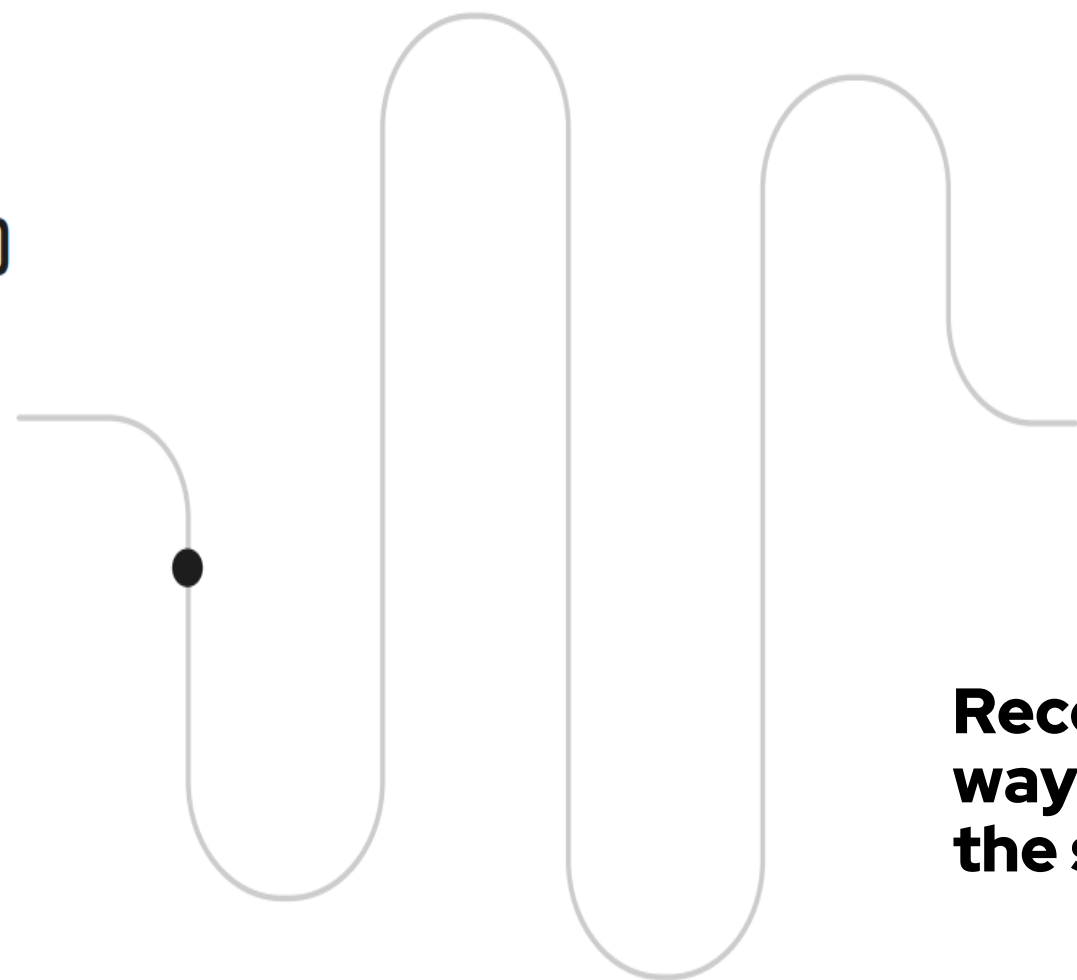


**NEED MET/  
GIVE UP**



**Understand the  
journey a customer  
experiences**

**Recommend  
ways to improve  
the service**



# How?

## Session #1

The customer's journey

## Session #2

The customer's experience

## Session #3

What, Why and How



# So what?



Since  
September 19



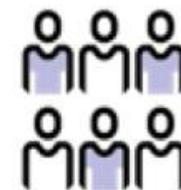
9  
Projects



19  
Workshops



210  
Customers



102  
Staff



156  
Recommendations