



Intelligent Customer Experience | Consulting Services | CX Advisory Services

# Customer journey design

## creating intelligent customer interactions by design

### What Are Customer Journeys?

To manage existing customer journeys successfully, they first need to be mapped and then reviewed from a design perspective. There are many views on what constitutes a customer journey map. We believe customer journeys should visually represent the customer's experience and journey when dealing with an organization and the series of interactions necessary to fulfil the customer's requirement. Completed journey maps should reflect the Customer Experience (CX) principles and the emotional view a customer has of the experience before, during and after completing the journey.

Our approach initially focuses on understanding the "expectation" of the business, its employees, and crucially its customers regarding how the experience looks and feels. This view allows us to create a guiding principles framework and set of CX design protocols.

**CX must be design led, with clear guidelines to ensure consistent creation and delivery.**

"Just 24.5% of organizations claim good or complete consistency across their Customer Journeys as CX remains hugely erratic across contact channels"

Source: 2020 NTT CX Benchmarking report

### The value of customer journey management

Simply adjusting customer processes is tactical; shifting organizational innovation, culture, and mindsets to an outside-in orientation to optimize customer journeys is strategic and transformational.

The core benefits of optimizing customer journey management is to achieve higher customer and employee satisfaction, gain improved brand value, generate increased revenue, and ideally reduce operating costs.

Creating and delivering excellent CX journeys brings about an operational and cultural shift, engaging the organization across functions and at all levels. It helps generate innovation and develops a focused approach to continuous business improvement. It creates a culture that is hard to build otherwise and provides a competitive differentiator when organizations get it right.

By establishing a set of CX principles a business can establish consistent and connected omnichannel journeys, across all touchpoints, with seamless and effortless transition between them, particularly across self- and assisted-service.

We use a unique approach to research, review and analyze to create concise, yet visually compelling journey representations and maps.

Employees & stakeholders at all levels and functions across the organization can easily understand and interpret our customer journey maps.

### CX North Stars and Single Truths?

We often talk about developing a "North Star" or "Single Truth" when it comes to encapsulating an organizations CX ethos, however it is equally important to be able to translate this with a simple route map or guide to achieve it.

The key to good CX design is the creation of a framework, including a clear set of guiding principles and design protocols. These help to translate vision and values into tangible and achievable actions and behaviors across all aspects of the customer lifecycle.

Organizations apply a set of principles for how it will operate, when creating products and services we apply design principles and while managing a brand we use guidelines, in the form of a brand style guide, which essentially provides an instruction manual and rule book for how to communicate the brand. It details all the visual attributes, as well as protocols regarding the organization's values, voice, tone, and messaging, so why do we all too often not apply similar levels of creative control and rigor to the design and management of the Customer Experience?

**Creating innovative, compelling, and consistent customer experiences starts with adopting a customer journey management approach that is driven by strong aligned design principles**



## Why use CX guiding principles and design protocols?

It is no coincidence that most of the world's organizations who are successfully delivering valuable customer experiences, have embraced design driven thinking and principle-based frameworks.

CX Guiding principles help everyone to think about creating and delivering CX by design

- Principles provide guidance and highlight important considerations for CX designers and contributors alike.
- Design principles bring alive the organizations CX ethos especially for new starters
- Guiding principles help to direct CX designs to improve existing journeys and create innovative new ones alike
- CX design protocols help to guide and define throughout the design process. At every step of the process, it should be possible to consider and review a CX journey in the context of a consistent set of guidelines
- CX principles also help to determine when a design is ready for release and to inform success metrics to track it

## CX design frameworks help to drive innovation and create a CX handbook

Design frameworks provide an excellent accelerator for innovation. The framework allows teams to structure 'How might we...' ideation sessions. This means the team can ask 'How might we... create a more welcoming experience' that delivers in alignment to the design framework?

CX design principles not only help to build a shared understanding of what good looks like but can be utilized when evaluating designs. Rather than asking, 'is this a good design?' a team can ask, 'is this a good design in relation to our design principles?'. With multiple designs it is possible to ask, 'which of these designs is more closely aligned to our design principles?'

**Our view is simple, customer journey management is critical to providing good customer experience. It does however need to be driven by a clear and concise CX guiding principles framework and design protocols – these detail the actions and behaviours demonstrated by the business across all its voice, physical and digital interactions**

**81.6% agree CX offers a competitive edge, while 58.0% consider it a primary differentiator...** yet only one-quarter (24.2%) of CX teams are fully collaborating to define customer journeys and design CX

Source: 2020 NTT CX Benchmarking report

## How we deliver:

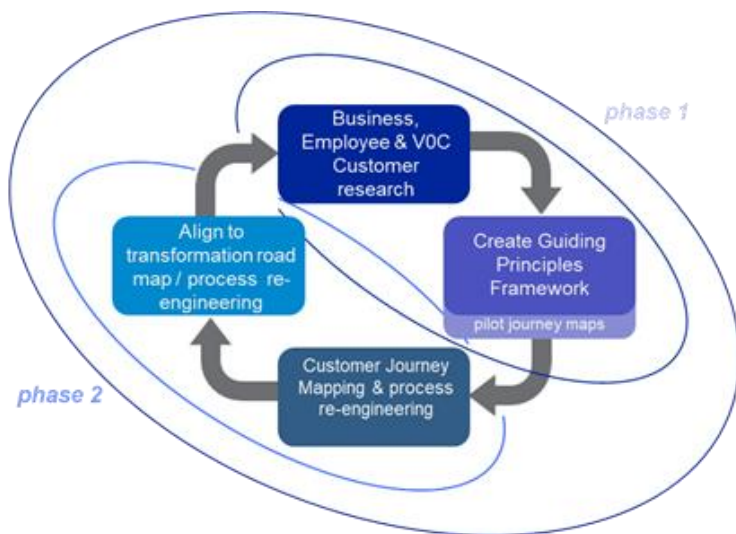


Figure 1: CX design principles help to drive innovation

Our highly collaborative approach, developed over many years, is focused on providing our clients with suitable frameworks, tools, knowledge, and skills transfer to develop the capability to continually improve their own customer journey management and interaction maps through an **accelerated eight step approach**.

Customer interaction journey management provides not only insight into key current customer interactions, but it also provides a framework for the further review and development of all interactions and development of customer centric business processes and related organizational change initiatives.

NTT CX Advisory teams normally adopt a two-phase approach with clients to achieve a successful and beneficial development of CX journey management capabilities within their organization.

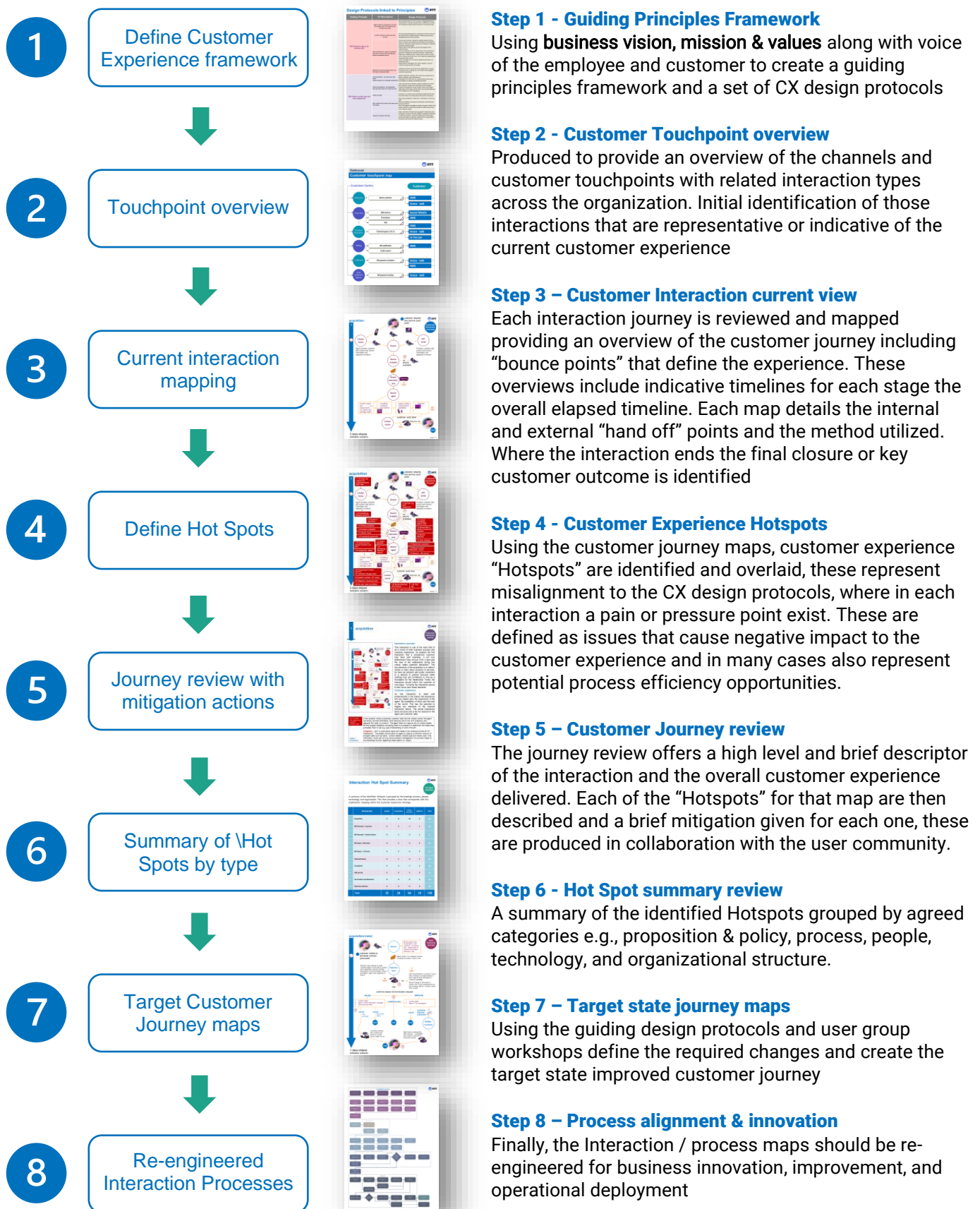


Figure 2: NTT Customer Journey Management approach steps

## Why NTT Ltd.?

### Delivery expertise

We employ over 1000 dedicated CX experts around the world and 7000 people delivering bespoke outsourcing solutions.

### Co-collaboration and leadership

NTT Ltd. significantly invest in AI & Robotics, as well as providing RPA directly to clients globally as a service. In collaboration with NTT Data, we augment our CX expertise and capability, leveraging research & development in this field.

### Proven Methodologies

Proven CX advisory and deployment methodologies, we have the expertise to help our clients articulate their strategic CX ambitions and to support them in delivering connected experiences, underpinned by the right technology.

### Deep customer understanding

The solutions we have deployed enable over 7 billion customer engagements each year, and over 10 years delivering CX and contact center solutions as-a-service.

### Trusted

Trusted by 75% of Fortune 100 companies as the ideal partner, with unrivalled advisory, cloud, systems integration, and managed services expertise.

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