

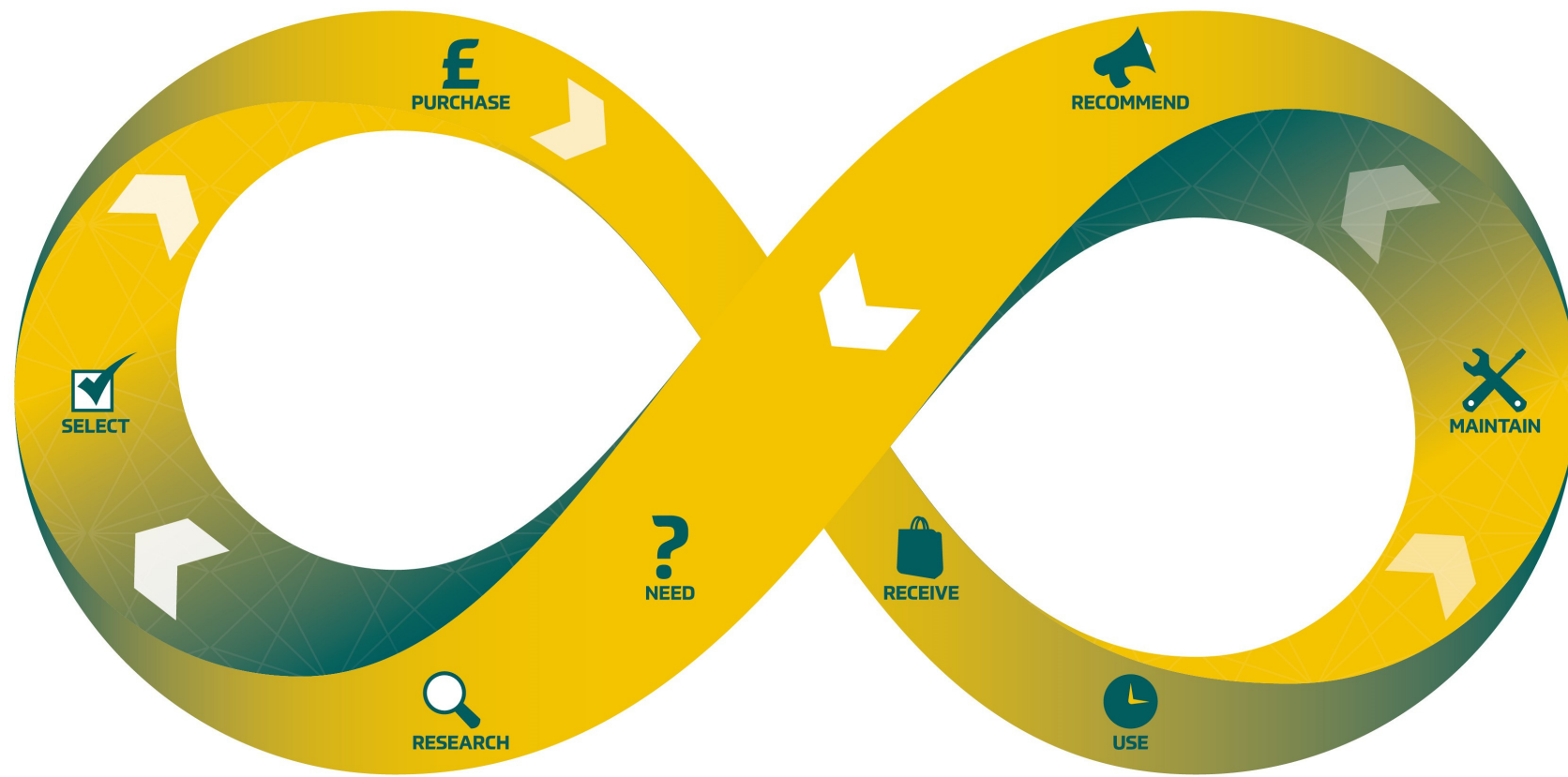
Customer Journey Mapping

Improving customer relationships & sales

Michael Evans
Chief Thinker & Do-er
Beyond-Consulting
michael.evans@beyond-consulting.co.uk
+44(0)7816 787293



www.beyond-consulting.co.uk

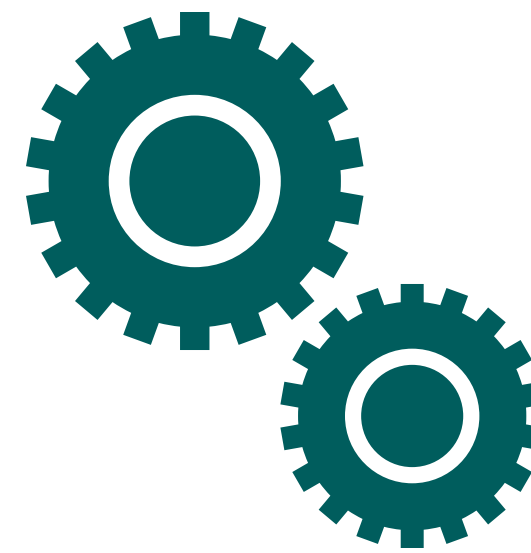


Customer Journey Mapping helps organisations identify areas for improvement in their processes, which can deliver:

- more sales opportunities
- improved customer relationships
- process efficiencies

The activity walks through the steps of an organisations processes, while looking to identify how:

- processes can be automated
- communications can be improved, externally and internally
- procedures and outcomes can be standardised



Process

Where can improvements be identified within business processes, which will increase efficiencies and deliver a more uniform outcome?



Communications

How can communication be improved at every stage to ensure customers remain aware and internal processes avoid bottlenecks?

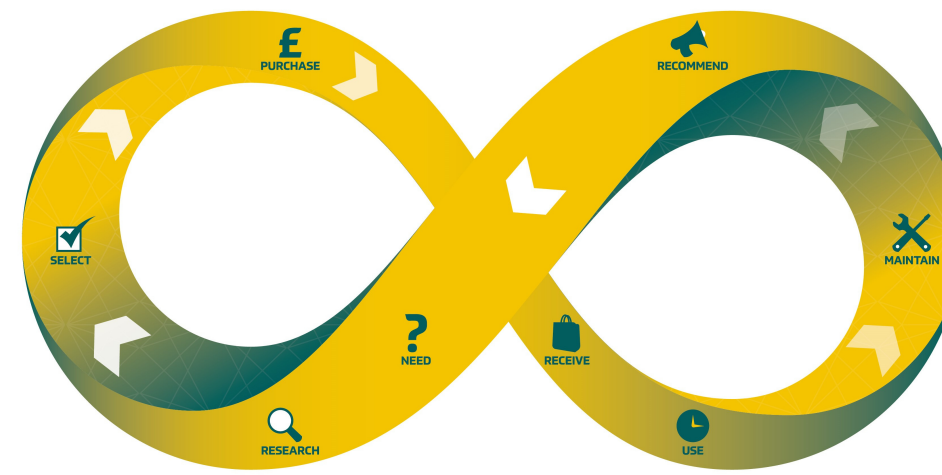


Systems

What systems and applicatoins can be implemented and/or improved to automate, enable and provide more visibility of a process?

Customer Journey Mapping

Facilitate Customer Journey Mapping session.
Write up key findings and process change items
Debrief customer
3 days
£1950 ex. VAT



Deliver findings

Beyond-Consulting can deliver the activities to take advantage of the key findings from the Customer Journey Mapping session.

Through the "Journey packages", Beyond-Consulting will help you create the communications and identify the systems to deliver

- more sales opportunities
- improved customer relationships
- process efficiencies

If you decide to use Beyond-Consulting for the delivery, through the Journey packages, the cost of the initial Customer Journey Mapping will be deducted.

Journey packages

Delivering key phases of marketing & business development activities to fit your specific needs and budget

Package 1: Essentials

Get set to target customers
£3600

Phase 1 – Challenges & opportunities

- Knowing your business
- Prioritise target customers
- Customer drivers

Phase 2 – Building foundations

- Customer Journey
- Tools & systems for success
- Creative campaigns
- KPI tracking

Package 2: Growth

Start generating sales leads
£5400

“ESSENTIALS”, plus:

Phase 3 – Launch & monitor

- Campaign launch
- Team success training
- Monitor progress

Package 3: Go-beyond

Review & improve
£7200

“GROWTH”, plus:

Phase 4 – Review & improve

- Next level targets
- Adapt Customer Journey
- Adapt & create new campaigns

After Phase 4 has been delivered, rolling month-to-month consultancy can be contracted for delivery of ongoing campaigns and system & process improvement.