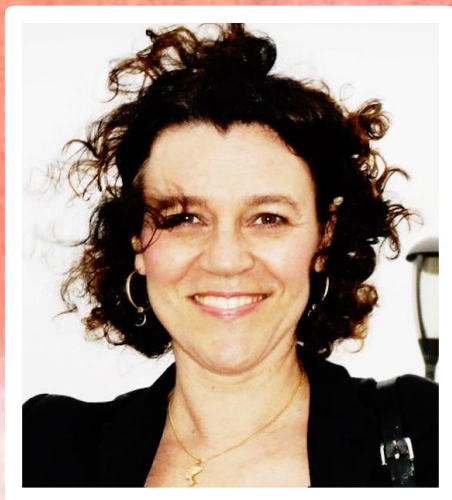


Förbättra kundupplevelsen med hjälp av Customer Journey Mapping



camilla@thisisbetty.com

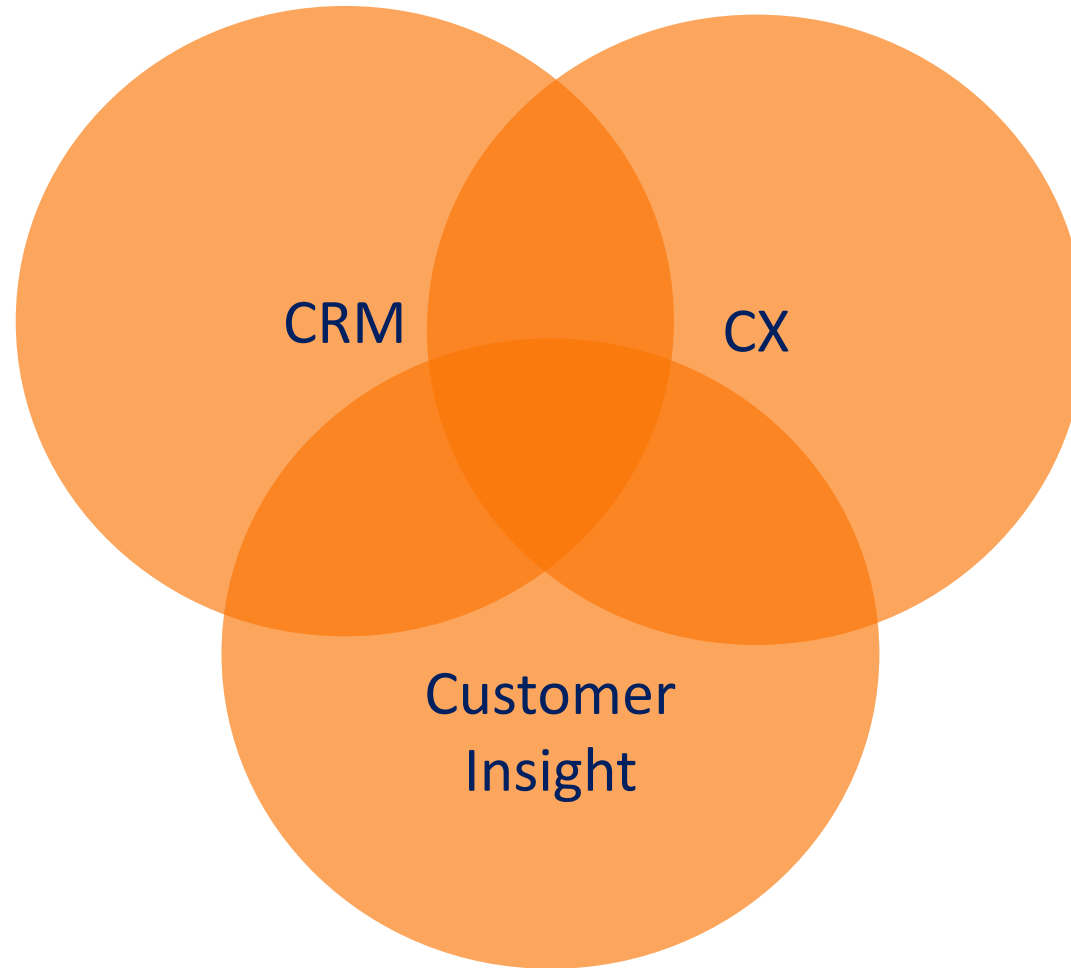


Camilla Lif



0702172204

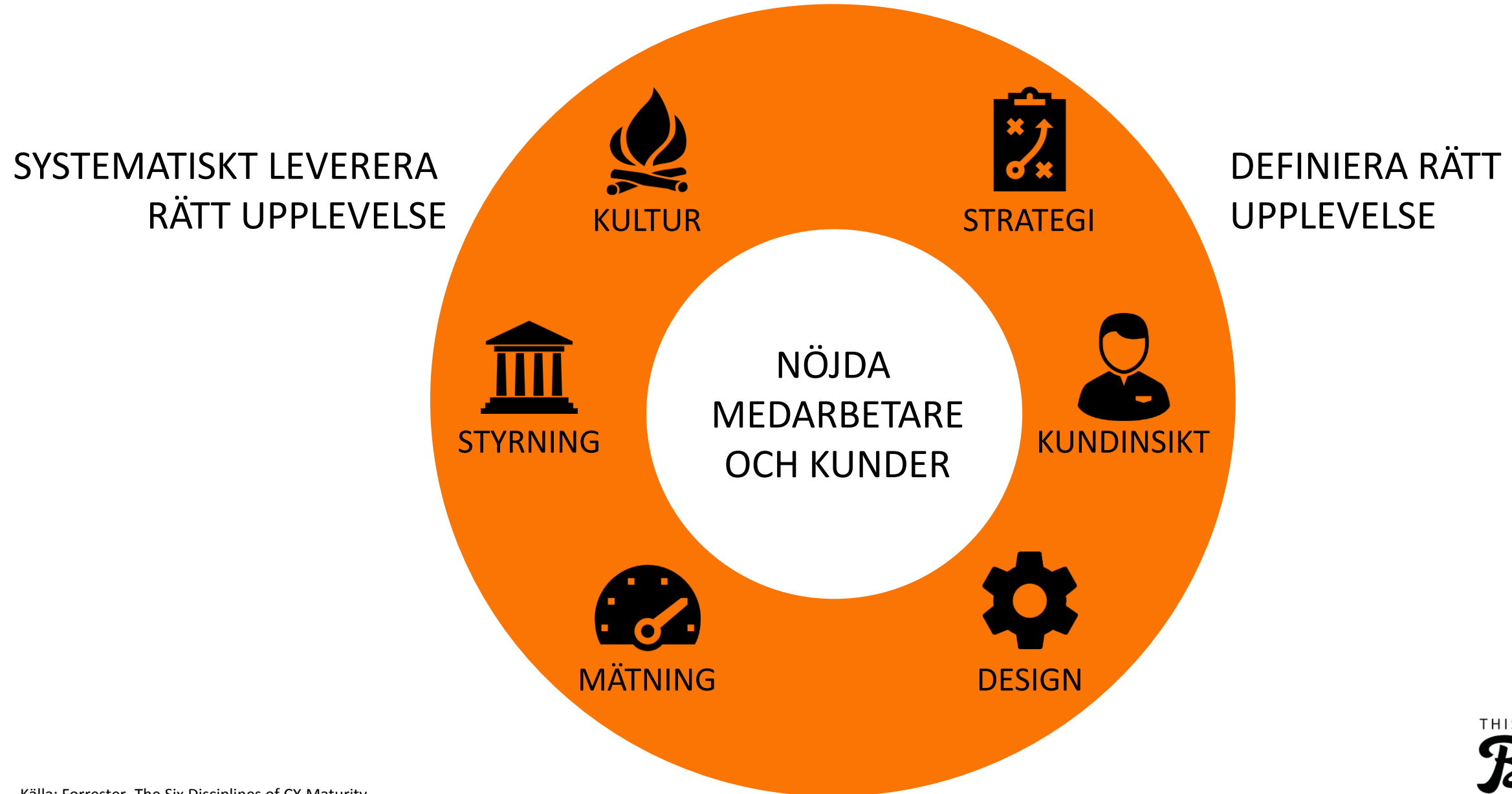
Min resa



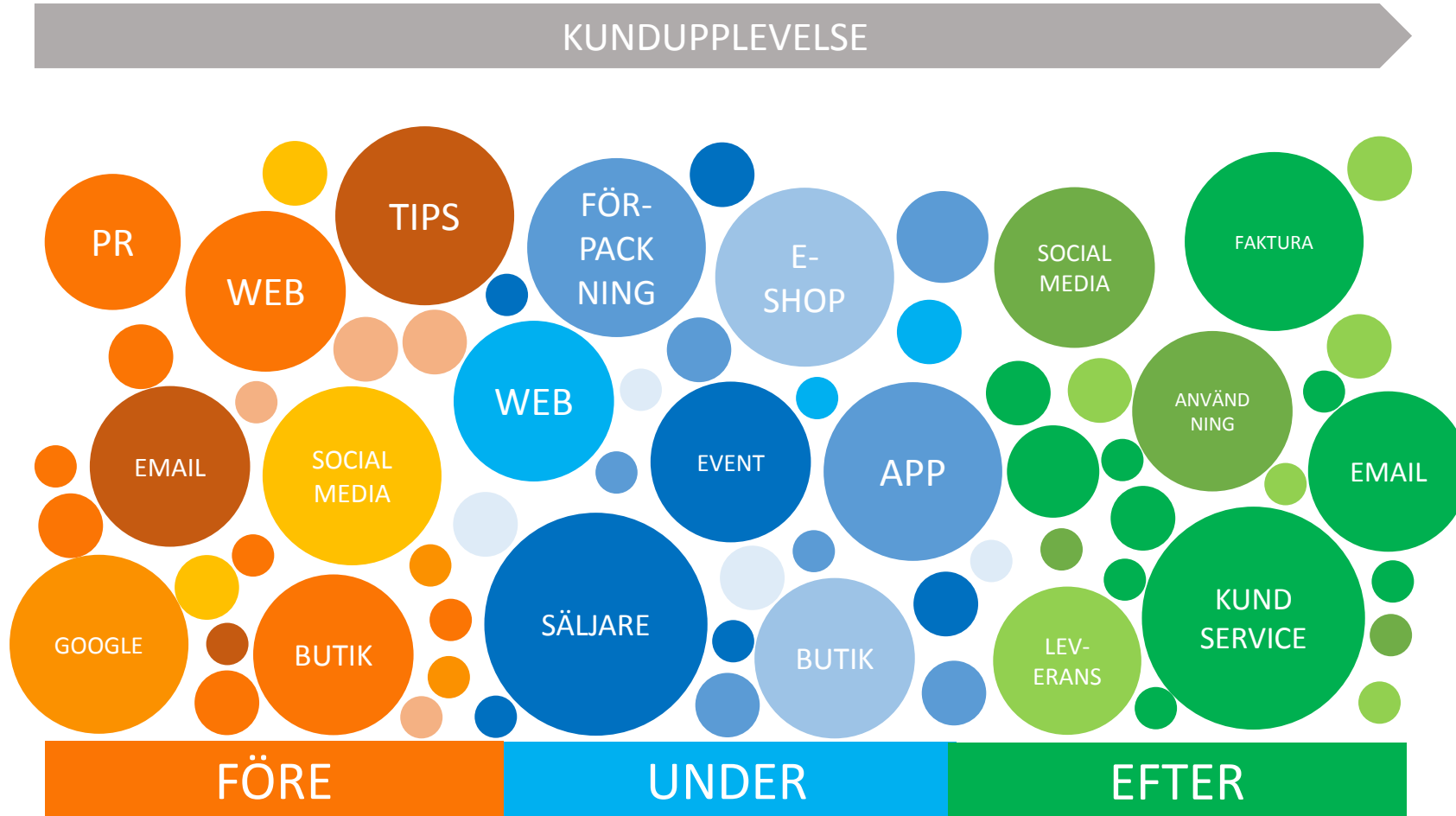
KUNDUPPLEVELSE

Den känsla som uppstår hos kunden
som ett resultat av samtliga interaktioner
med en organisation.

CX – EN AFFÄRSDISCIPLIN



KONTAKTPUNKTER/TOUCHPOINTS





KUNDRESOR CUSTOMER JOURNEY MAPPING

ALLA ORGANISATIONER HAR KUNDRESOR,
VISSA VET BARA INTE HUR DE SER UT



VAD & VARFÖR





KUNDCENTRERAR



EXPONERAR SANNINGAR
SKAPAR ÄGANDESKAP



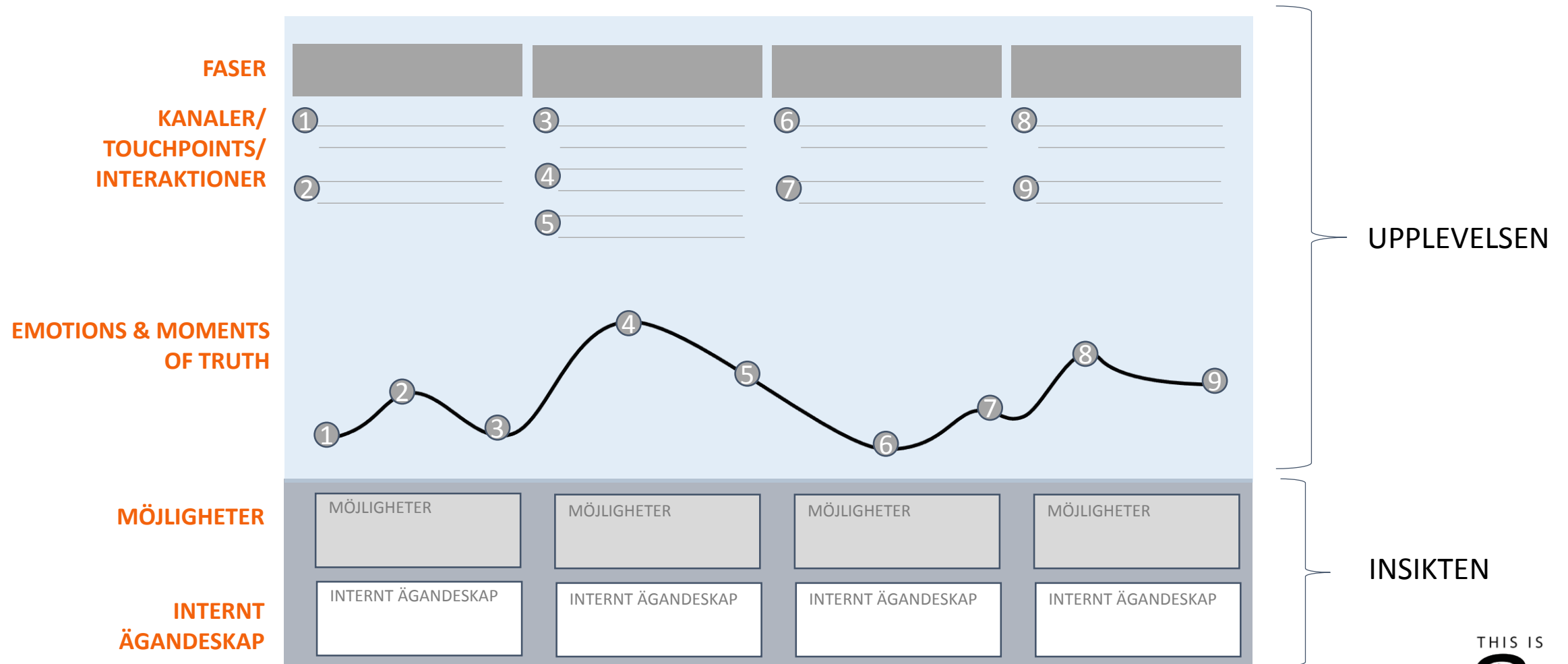
EN VISION
PRIORITERINGAR

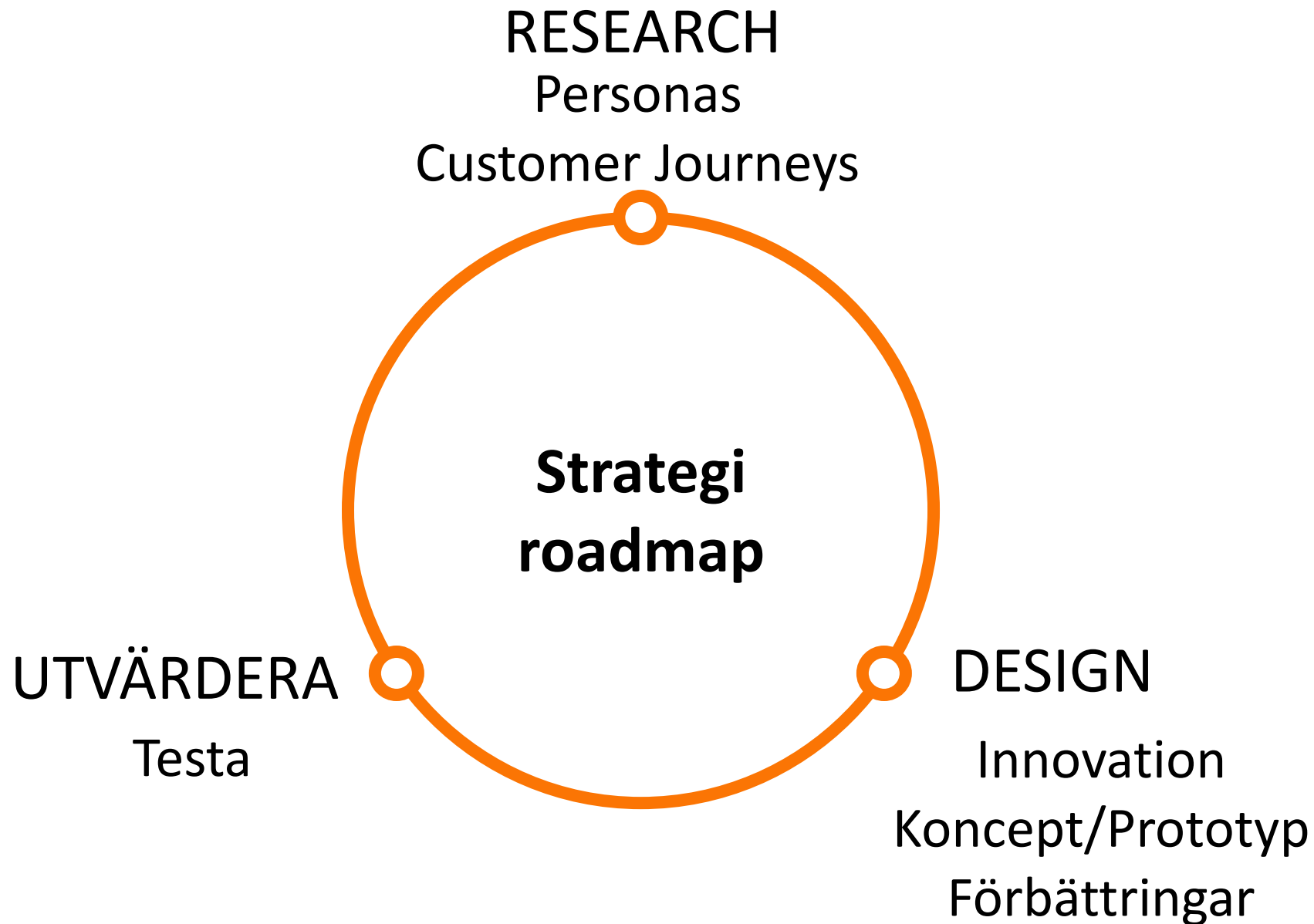


TVÄRFUNKTIONELLT
SAMARBETE



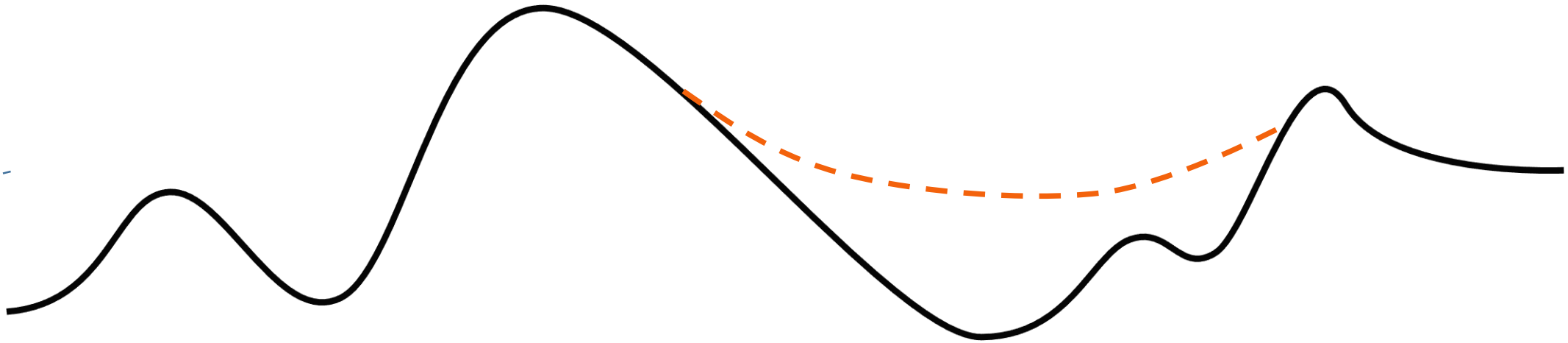
Kundresekartan

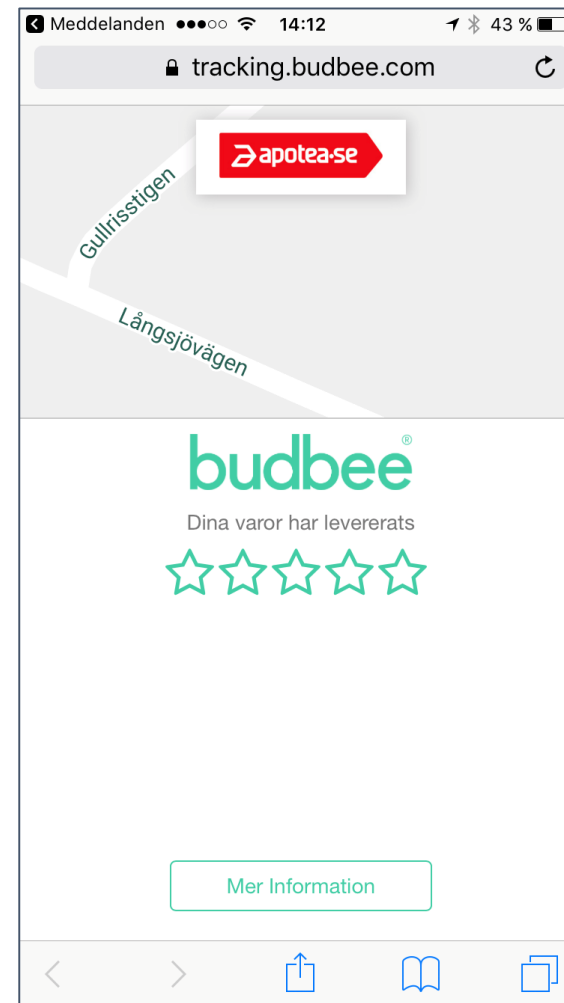
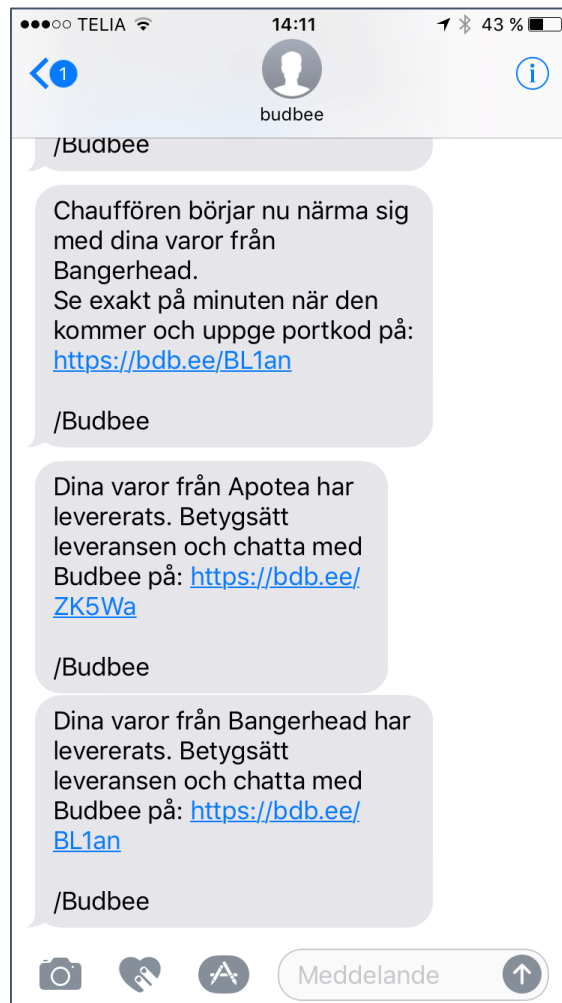
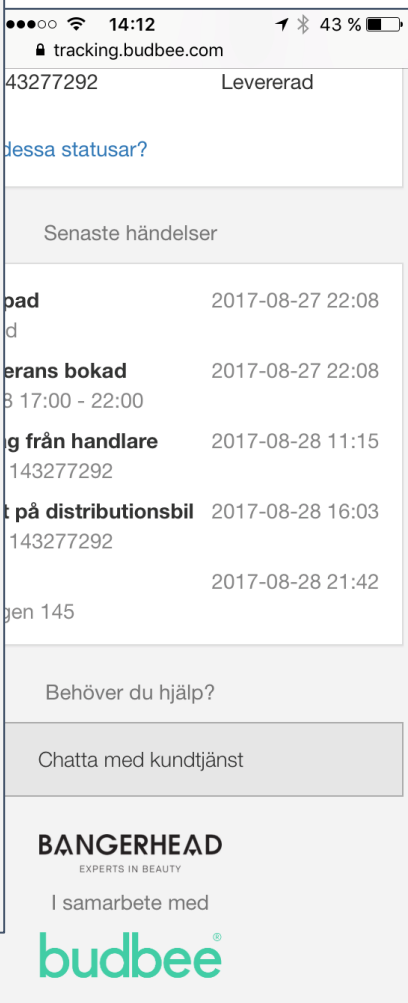
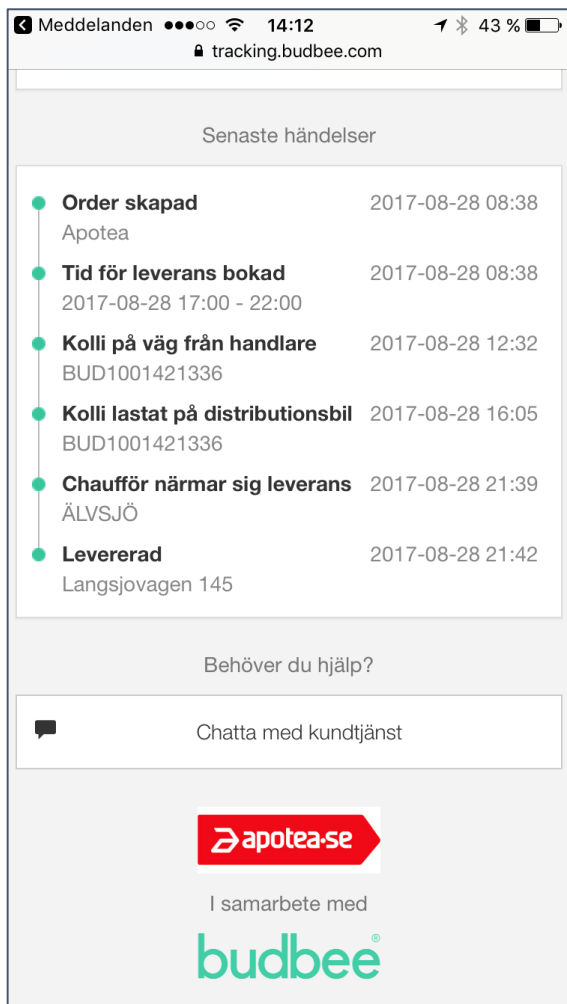




Framtida läge

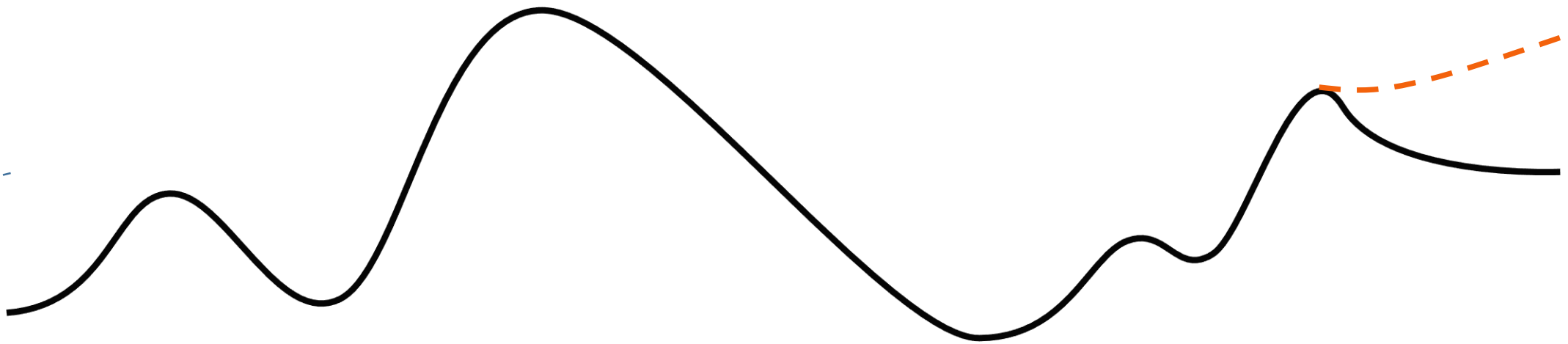
Eliminera painpoint





Framtida läge

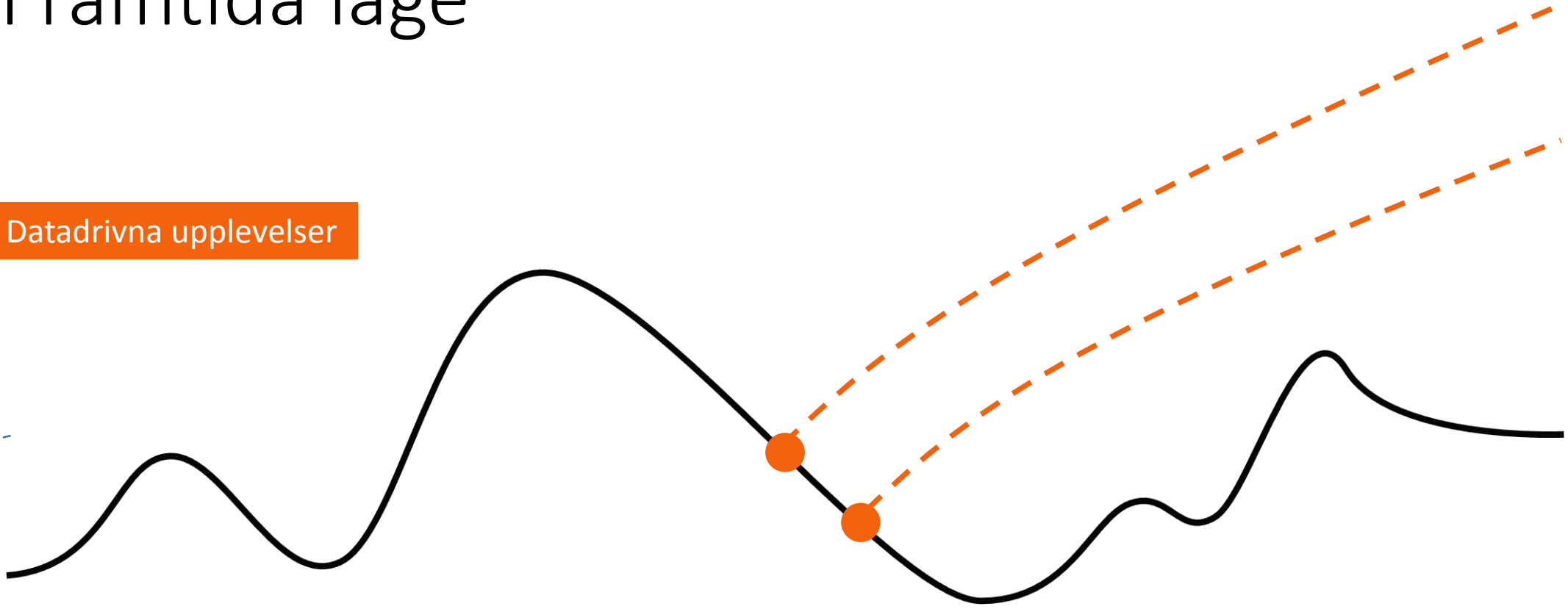
Starkt slut





Framtida läge

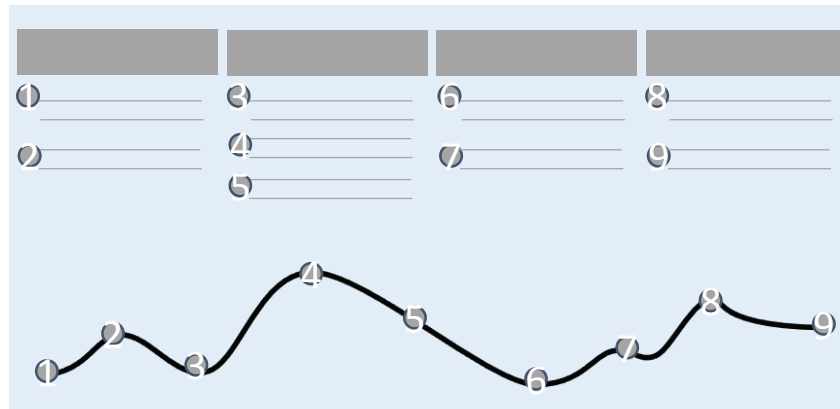
Datadrivna upplevelser



SAMMANFATTNING



DEFINIERA OCH
SYSTEMATISKT LEVERERA
RÄTT UPPLEVELSE

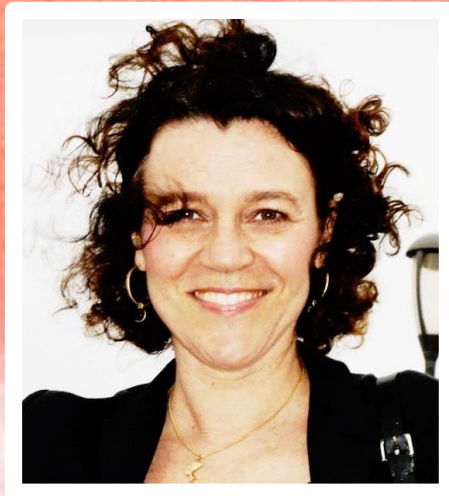


BYGG STORYN
KUNDENS PERSPEKTIV
WHY



ACTION

TACK! FRÅGOR?



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Camilla Lif



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THIS IS
Betty