

CUSTOMER JOURNEY MAPPING

using the Rail Europe Experience Map as an example

GUIDING PRINCIPLES

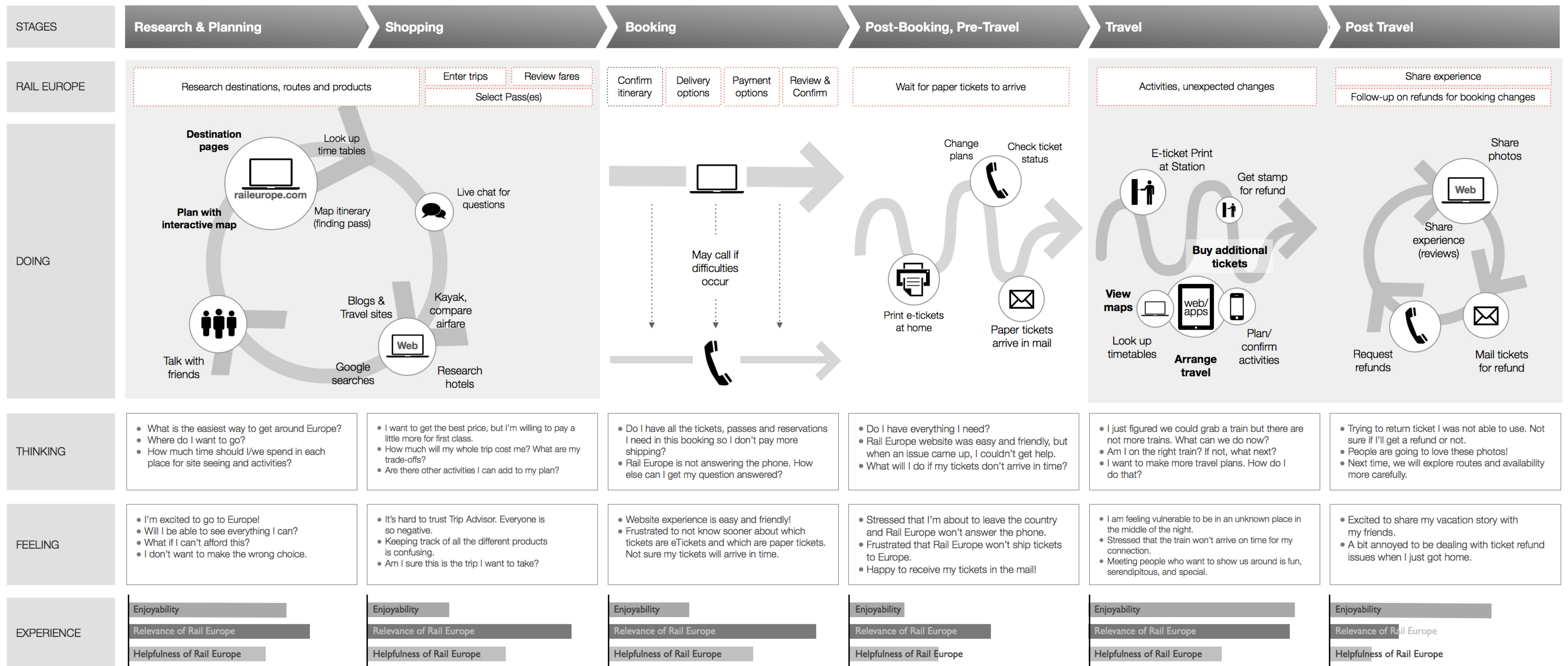
People choose rail travel because it is convenient, easy, and flexible.

Rail booking is only one part of people's larger travel process.

People build their travel plans over time.

People value service that is respectful, effective and personal.

CUSTOMER JOURNEY



OPPORTUNITIES

GLOBAL	PLANNING, SHOPPING, BOOKING	POST-BOOK, TRAVEL, POST-TRAVEL
<p>Communicate a clear value proposition.</p> <p>STAGE: Initial visit</p>	<p>Enable people to plan over time.</p> <p>STAGES: Planning, Shopping</p>	<p>Improve the paper ticket experience.</p> <p>STAGES: Post-Booking, Travel, Post-Travel</p>
<p>Help people get the help they need.</p> <p>STAGES: Global</p>	<p>Visualize the trip for planning and booking.</p> <p>STAGES: Planning, Shopping</p>	<p>Accommodate planning and booking in Europe too.</p> <p>STAGE: Traveling</p>
<p>Support people in creating their own solutions.</p> <p>STAGES: Global</p>	<p>Arm customers with information for making decisions.</p> <p>STAGES: Shopping, Booking</p>	<p>Proactively help people deal with change.</p> <p>STAGES: Post-Booking, Traveling</p>
<p>Make your customers into better, more savvy travelers.</p> <p>STAGES: Global</p>	<p>Connect planning, shopping and booking on the web.</p> <p>STAGES: Planning, Shopping, Booking</p>	<p>Communicate status clearly at all times.</p> <p>STAGES: Post-Booking, Post Travel</p>
<p>Engage in social media with explicit purposes.</p> <p>STAGES: Global</p>	<p>Aggregate shipping with a reasonable timeline.</p> <p>STAGE: Booking</p>	

Information sources

Stakeholder interviews
Cognitive walkthroughs

Customer Experience Survey
Existing Rail Europe Documentation



Ongoing, non-linear



Linear process



Non-linear, but time based