

Experience your customer's journey



Think back to a very negative or positive experience you have had with a company. How did it affect you, and how did you respond? If you know what your customers are experiencing and thinking, then you know where you need to make improvements to enhance customer satisfaction, increase your turnover and cut costs.

Standard measurements and studies do not provide sufficient information to enable organisations to read the minds of customers. For example: why, despite the fact that customers appear to be satisfied, do they switch to a competitor?

With TNO's Customer Journey you can measure customers' actual perceptions and experience their 'journey' for yourself, thus enabling you to make specific improvements to the customer experience.

What is Customer Journey?

Customer Journey has three components, which together lead to the ultimate goal,

namely improved business results by delivering the optimum customer experience.

1. Measuring customer experience

By means of measurements based on the TNO Customer Experience model, you obtain insight into the key physical and emotional aspects of the customer experience. The results are then used to draw up your business case.

2. Experiencing the customer experience

Customer Journey will generate the 'aha!' feeling by surprising you and your colleagues with teasers that simulate what

your customers are currently experiencing. Making that same journey yourself is an effective way to create a sense of urgency.

3. Improving the customer experience

Once the basic picture is clear, the customer experience is improved in cooperation with the relevant stakeholders. This involves prioritising, identifying quick wins and long-term solutions, and linking up with existing initiatives. Customer Journey was developed in the Service Experience Lab of TNO, where research is carried out and tools are developed with the aim of achieving significant improvements in customer experience.

Who is Customer Journey designed for?

Customer Journey is designed for companies with extensive customer contact, such as energy companies, telecom operators, banks and insurers. Customers have contact with these organisations through various channels, including the Internet, contact centres and letters. Many organisational departments are involved in this communication, and delivering a positive and consistent customer experience is therefore a complex and time-consuming matter. With Customer Journey it is possible to make a tangible difference to the customer experience. Customer Journey enables all the stakeholders in this complex setting to work together and, in a short period of time, make a real difference to the customer experience.

TNO has successfully mapped its Customer Journey for the energy company Eneco. The journey focused on the process relating to customers who are switching to another energy product. Stakeholders from the marketing department and the front and back offices experienced their current customer journey and then redesigned it. This resulted in improved customer experience with the aim of realising higher conversion, fewer calls and a higher Net Promoter Score.

Would you like to experience your customers' journey?

You can make an appointment for a free intake meeting, during which we will be happy to discuss what Customer Journey can do for your organisation.

TNO Information and Communication Technology

TNO Information and Communication Technology helps government bodies, public organisations and companies in many different sectors to become successful innovators. This can result in a new product or service, an improvement, a completely new working method, or a new strategic vision for the future.

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