

Journey Mapping

Successful CX journeys begin with a single step



How customers connect with brands and companies—*a.k.a. the customer experience*—has become as important as products and services. Customers expect a lot more from companies today...and with such elevated expectations, you need a roadmap to reach them successfully. Customer service journey mapping can set you on the path to success.

With Alorica's Experience Practices Team leading the way, you can document and build your journey maps to use as blueprints to transform your customers' journeys into efficient, successful outcomes, increasing acquisition and retention while reducing costs and churn.

And it all starts with a customer journey map, designed from your own CX data.

Numbers That Count

CUSTOMER EXPECTATIONS



90% of Americans use customer service as a factor in deciding whether to do business with a company^[1]



66% of customers expect companies to understand their unique needs and expectations^[2]

GREAT CX MATTERS



80% of customers believe that flawless engagement with a company is as important as its products^[3]

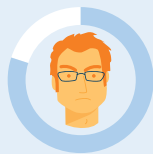


91% of customers feel that a positive customer experience makes them more likely to become repeat customers^[4]

POOR CX COSTS



One-third of consumers reported considering switching companies after just one instance of bad customer service^[5]

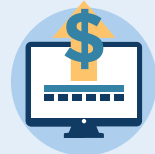


After two or more bad experiences, roughly 80% of consumers say they would rather do business with a competitor^[6]

OUR RESULTS



Strategies led to a 14-point NPS increase by standardizing frontline practices for a global banking and finance company



\$1M+ cost savings, 15% phone support staffing reduction + significant increase in customer self-service for a major consumer electronics manufacturer

Mapping Successful CX Journeys

Our Customized Lean-Agile Approach



Discovery

Understanding what customers want and businesses demand through real-world operational CX and pain points—and generating the use cases to solution CX programs

Deliverables:

- Tactical and targeted alignment of business outcomes
- Identification of metrics that matter
- Preliminary CX
- People, process and technology observations
- CX capabilities evaluation



Design

Mapping the people, process and technology needs to orchestrate and design new experiences through the eyes of the customer (voice-centered approach)

Deliverables:

- Detailed CX journey/process map
- Identification of moments of truth
- Identification of actionable, transformative process and operational improvements



Deployment

Leveraging Lean-Agile deployment methodology for shorter value realization

Deliverables:

- CX journey improvements
- Identification of customized/personalized experiences, redesigned and aligned to CX processes

FULL FRONT AND BACKEND CAPABILITIES

Our Alorica Experiences Practice Team delivers actionable insights and strategic improvement frameworks for Journey Mapping (frontend) and Service Blueprints (backend) components.

JOURNEY MAPPING



Primary Driver:
Customer Satisfaction

Benefits:

- Identification of friction, breakage, and moments of truth across the entire customer experience
- Classification of moments that matter to drive loyalty
- Shareable deliverables: visual maps, customer touchpoints, and KPI trackers

SERVICE BLUEPRINTS



Primary Driver:
Operational Efficiencies

Benefits:

- Isolation of gaps in operational service, service quality, and customer effort
- Identification of key operational process and flow
- Shareable deliverables: blueprints, process flows, and KPI trackers

Trust Your CX Transformation with Alorica, the CX Experts



Our comprehensive, customizable transformation services are based on a **powerful combo of analytics + technology + expertise**



With 21 years of CX and digital strategy expertise along with **CCXP, COPC, and Six Sigma certifications**, we partner with clients from strategy through implementation



Our digital experts provide **CX strategies in an actionable solution delivery plan** that reduces costs while improving outcomes



With **broad experience across industries**, we understand your business, your vertical, and your challenges



We analyze the core areas around customer, business, and agent experiences using a **voice-centered approach** that always puts the customer front and center

¹ [Microsoft](#) | ^{2,3,4} [Salesforce](#) | ⁵ [American Express](#) | ⁶ [Zendesk](#)