Startup management Understanding Customers

FRI 63749B

Customer experience

Customer experience is the internal and subjective response customers have to any direct or indirect contact with a company

Target Customers

- Demographics
- Lifestyle
- Needs/desires
- Hopes/aspirations
- Fears/concerns
- Product purchase behaviour
- Product usage behaviour

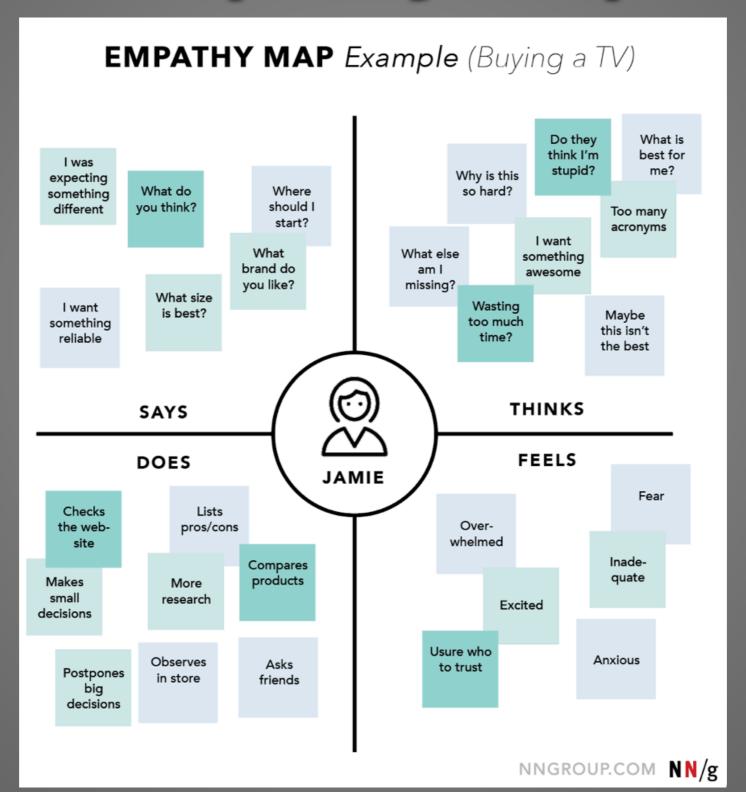
Personas

personas are fictional characters created to represent the different user types that might use a site, brand, or product in a similar way

Personas

- Name and description
- Personality
- Interests
- Reasons to use/buy our product
- Skills
- Tech Saviness

Emphaty Map



Stakeholders



Support

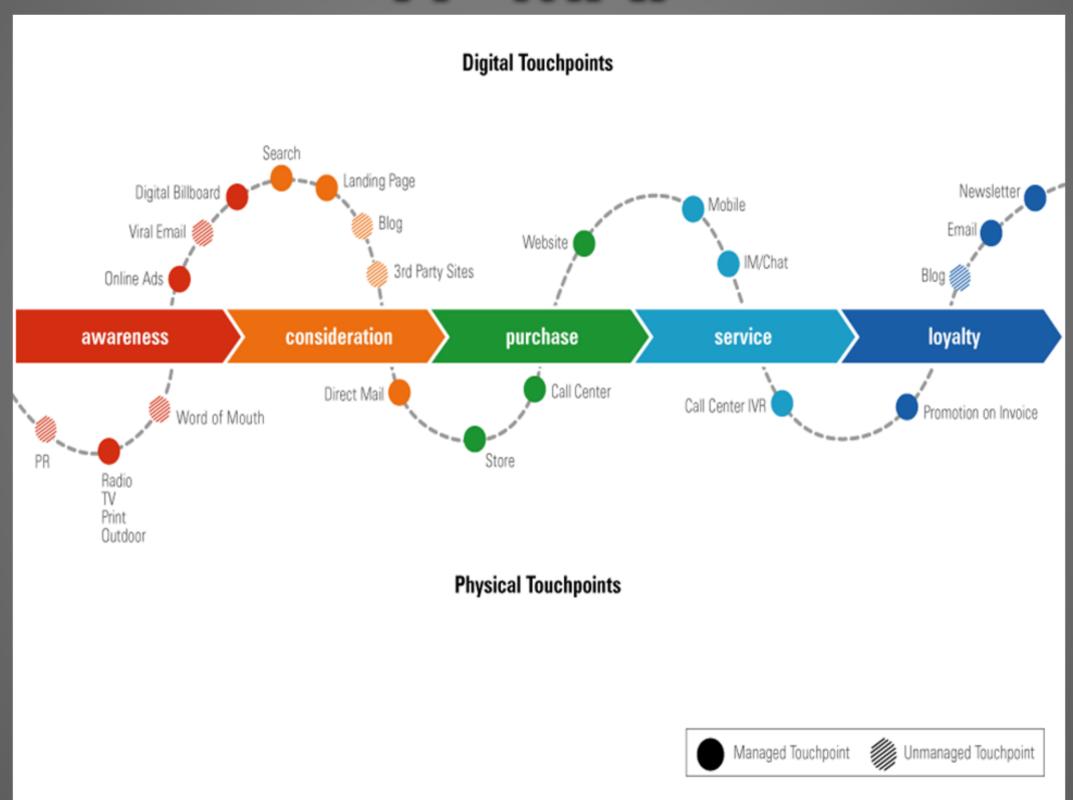
Touchpoints

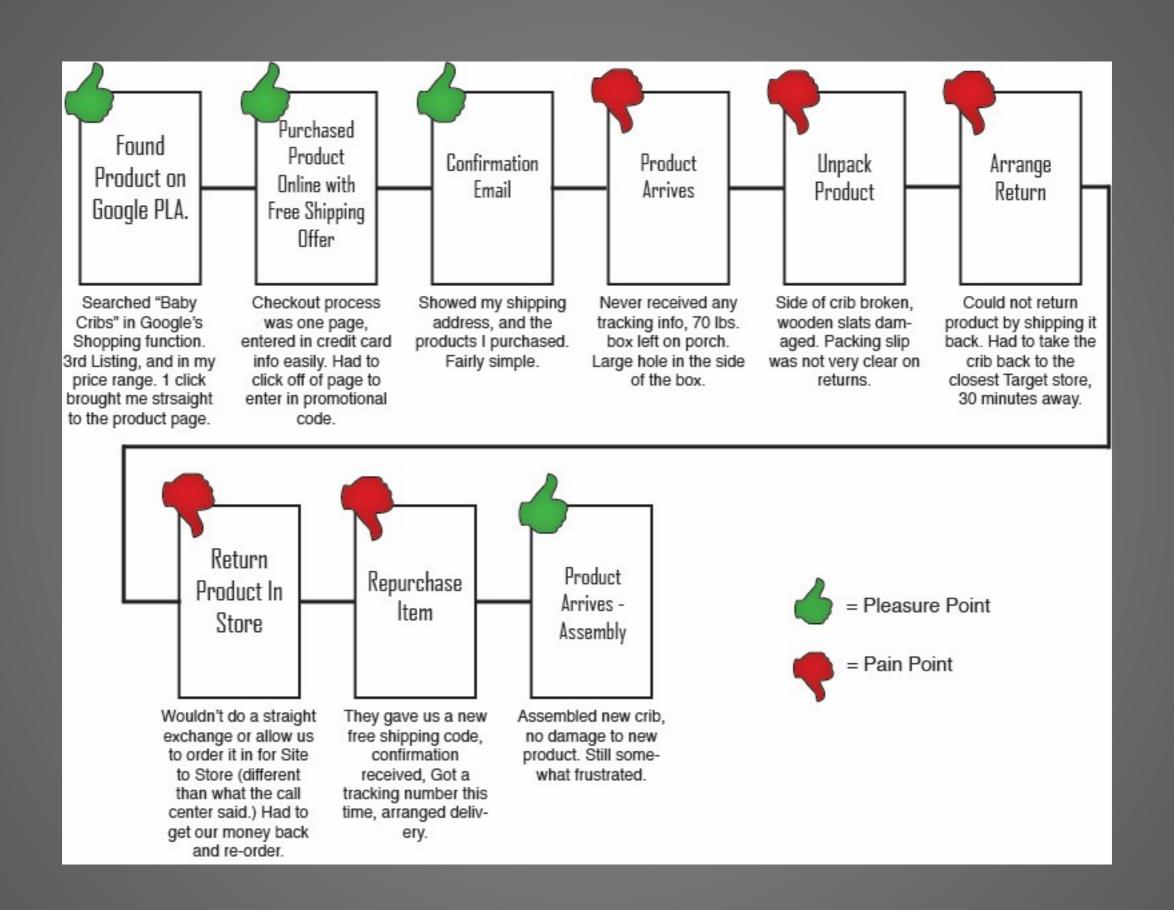
- awareness
- consideration
- buy-in/purchase
- service/product
- loyalty

Actions

- Attract How are customers attracted to and informed of the service or product?
- Accept How does the customer enter into dealings with your organisation?
- Adopt How does the customer interact throughout the entire experience?
- Amplify How do you leave the customer feeling at the end of the interaction?
- Advance How do you follow up with customers and extend the current relationship?

TP MAP





Template

What touch-po	oints are available	for you to move c	ustomer through	the phases?
Discover	Compare	Consider	Commit	Retain
Finding the best options to consider their engagement & loyalty needs	Exhaustively compare the options and select a few front runners.	GOAL: Identify the company or solution they want to work with to foster loyalty.	To enter the best partnership agreement and peace of mind in decision.	GOAL: To prove program's worth and continue to grow with partner.
Make the case.	Stand out.	Win out.	Contract signed.	Partner happy
Blog	Product tour	Sales calls	Contract specifics	Strategy docs
Case studies	Testimonials	Sales meetings	Supporting	Performance reports
Press		Ex. Implementations	documents	SLA
Newsletter	Case studies	En. Implementations	Kick off steps	Client check ins
Webinar	Feature lists	Contract details	Technical assistance	In person meetings
WOM		Pricing specifics		
Conferences	Pricing sheets	Implementation	Design assistance	Technical support
Assets		steps	_	Design support
Outbound	Product demos	Rules of engagement	Expert strategic counsel	Expert support

63749B: Startup management, fall 2022

Example of Customer Journey Map for Online Travel Agency Goal Persona Donna Redding, Suburban mom Go on a family vacation Stages of journey Schedule **Desire for Explore** Select Book Travel to Experience Travel Remember meals and travel options Vacation travel location vacation Home experience events **Customer needs and activities** · Find out · Discuss with · Discuss with Book · Book a few Figure out what · Arrange for · Pack up family · Create digital about school family family cheapest reservations to pack and activities at · Plan for food photo album vacations · Discuss with Search flight and for dinner pack family · Send pictures hotel and meals Find out friends online for hotel that nearby Print tickets and · Keep track of during the trip to friends and about family Read details on meets needs Find and book travel all of things · Plan for family events magazines top options of the entire Tell people a couple of information that have transportation Review online · Plan for about the family interesting been to and from travel sites scheduled airport good and bad tours and transportation · Get sense of excursions to and from · Post fun stuff parts costs on Facebook airport **Expectations for online travel agency** (Customer perception of experience: Good | Neutral | Bad) • None Compare Compare Book None · Notify when None · Notify when • None prices of prices of cheapest flights are late flights are late different different flight that Rebook Rebook travel itineraries meets needs flights when flights when destinations there is a there is a Book and packages cheapest missed missed hotel that connection connection meets needs **Emotional state of persona** Нарру Sad Potential opportunities for improvement Offer sample Allow searches Provide Explore Develop Explore Develop Provide itineraries for across multiple reviews of closing "white proactive closing "white capability to proactive family destinations, hotels from space" with rebooking space" by rebooking easily share vacation based on based on photos, vacations e.g., lowest previous sending cost options families on scheduling family traveler targeted family traveler comments anywhere in vacation at that includes profile offers based profile and details of 63749B: Startup manager Caribbean hotels restaurants & on family itinerary

excursions

itinerary

Assignment

- create personas/scenarios for your customers
- create touchpoint map for your service