

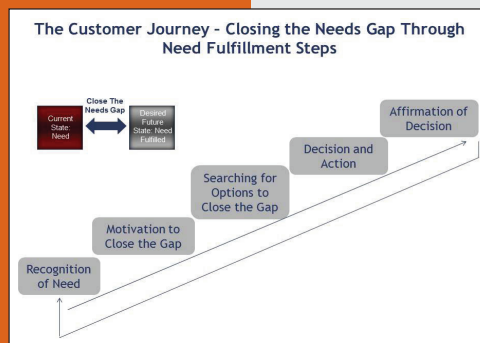
Customer Journey Mapping and Analysis

How do customers connect to, buy, or interact with your brand or your company? What do they need to know at what point in considering your brand? What sources of information do they turn to? What is the influence of various touchpoints and information sources in moving customers and prospects along a path to purchase?

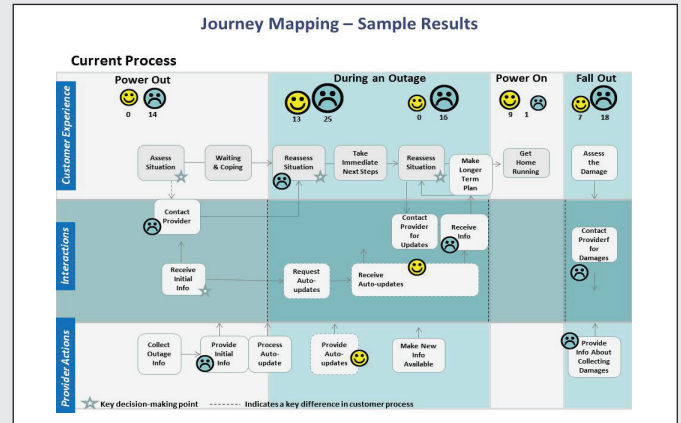
Customers do not necessarily follow one path in engaging or interacting with your brand or company. There may be different pathways for different segments, and even individual customers may follow different paths depending upon their category and purchase/interaction interest and history. Journey paths also may not be one-directional – some customers may progress toward purchase or resolution of an issue and then back up and do more homework, for example.

Hansa has worked with numerous clients to map the customer journey and analyze the results. We focus on the business issue in this process – whether it is how to enhance the customer journey with a utility in managing a power outage or a bank looking to identify the key drivers of consideration and preference at each customer step toward opening a checking account. Mapping the customer journey needs to be grounded in a destination question, “Journey toward what?” The destination is grounded in the business issue.

We also look at the customer journey as a process by which the customer has needs and then finds ways to fill those needs. This provides important context on the customers’ reasons and motivations for their journey.



The output of our customer journey mapping can take many forms, dependent upon the business issue and customer needs. We tailor our deliverables to these factors and what will be the most impactful format for the client.



Hansa creates journey maps primarily through qualitative research, which can include internal client work sessions (to build the internal view) and external customer focus group sessions to obtain the customer view. In addition, we can complement our qualitative journey mapping with quantitative evaluation. Sample techniques include:

- Emotions analysis.
- Drivers analysis.
- Advanced predictive analysis such as Shapley Value Analysis and Markov Decision Analysis

The Hansa difference: Hansa specializes in brand and the customer experience. We bring key strengths in areas critical

to clients and obtaining business results:

- ✓ Deep understanding of the psychology of human interrelationships.
- ✓ Senior-level consultants with decades of experience working with the world’s leading firms.
- ✓ Leading edge thinking on what makes for powerful customer experiences and brand loyalty.