



K E R R Y B O D I N E



FOUNDER, THOUGHT LEADER
BODINE ENTERPRISES



The Path to Profitable Customer Experiences



The Path To Profitable Customer Experiences

September 11, 2019

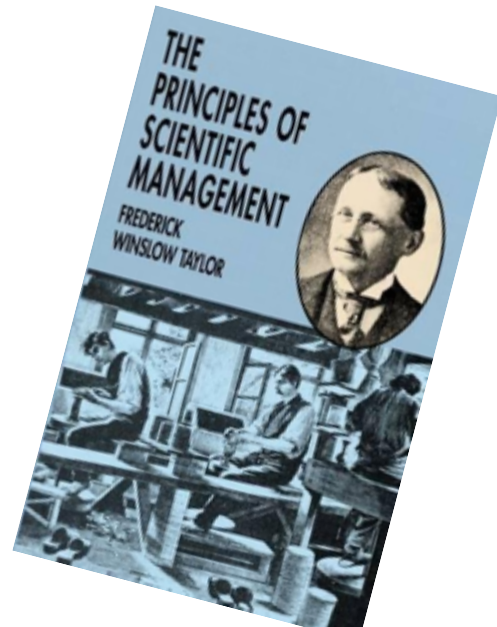
[@kerrybodine](#)



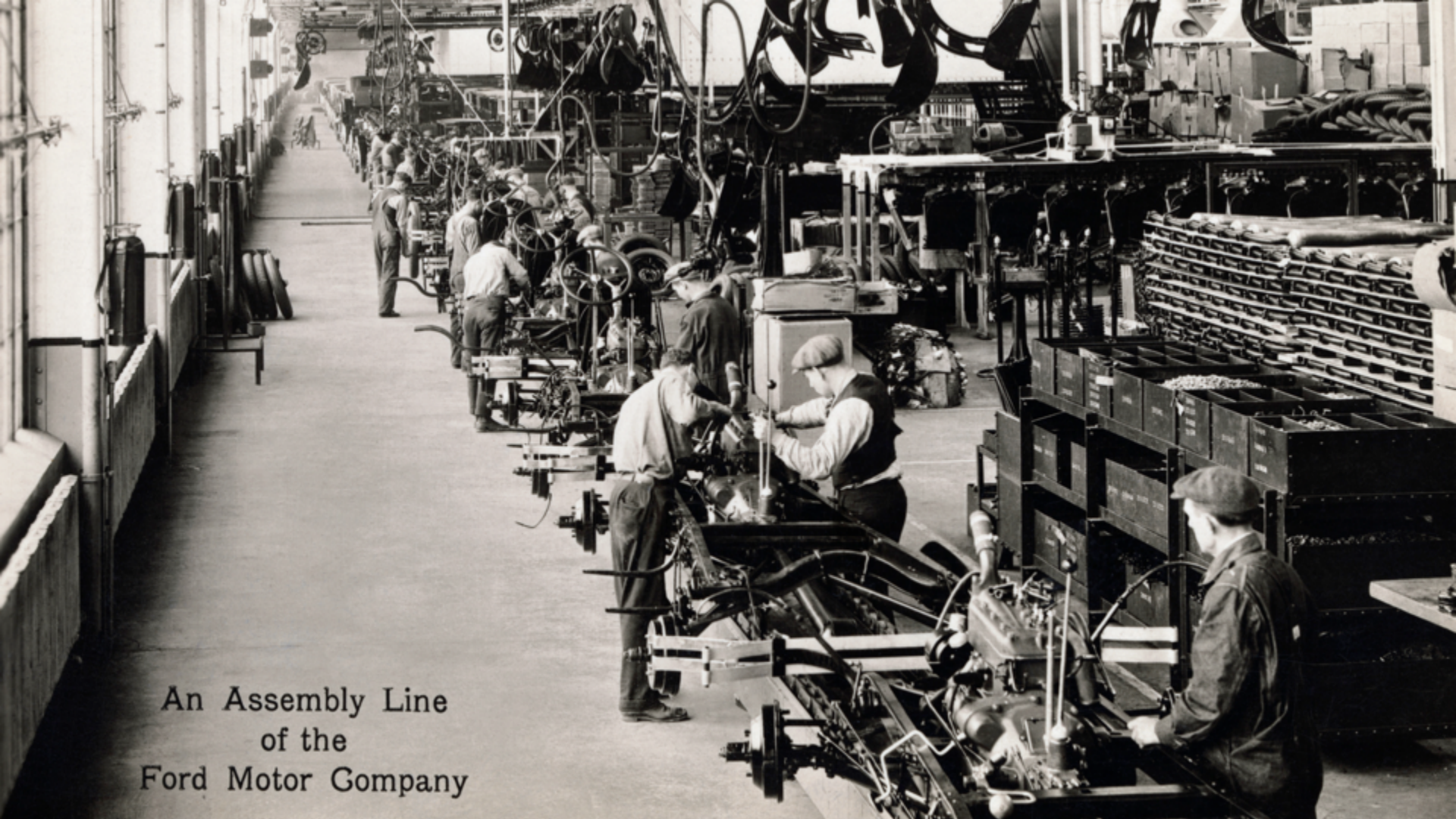


Frederick Winslow Taylor

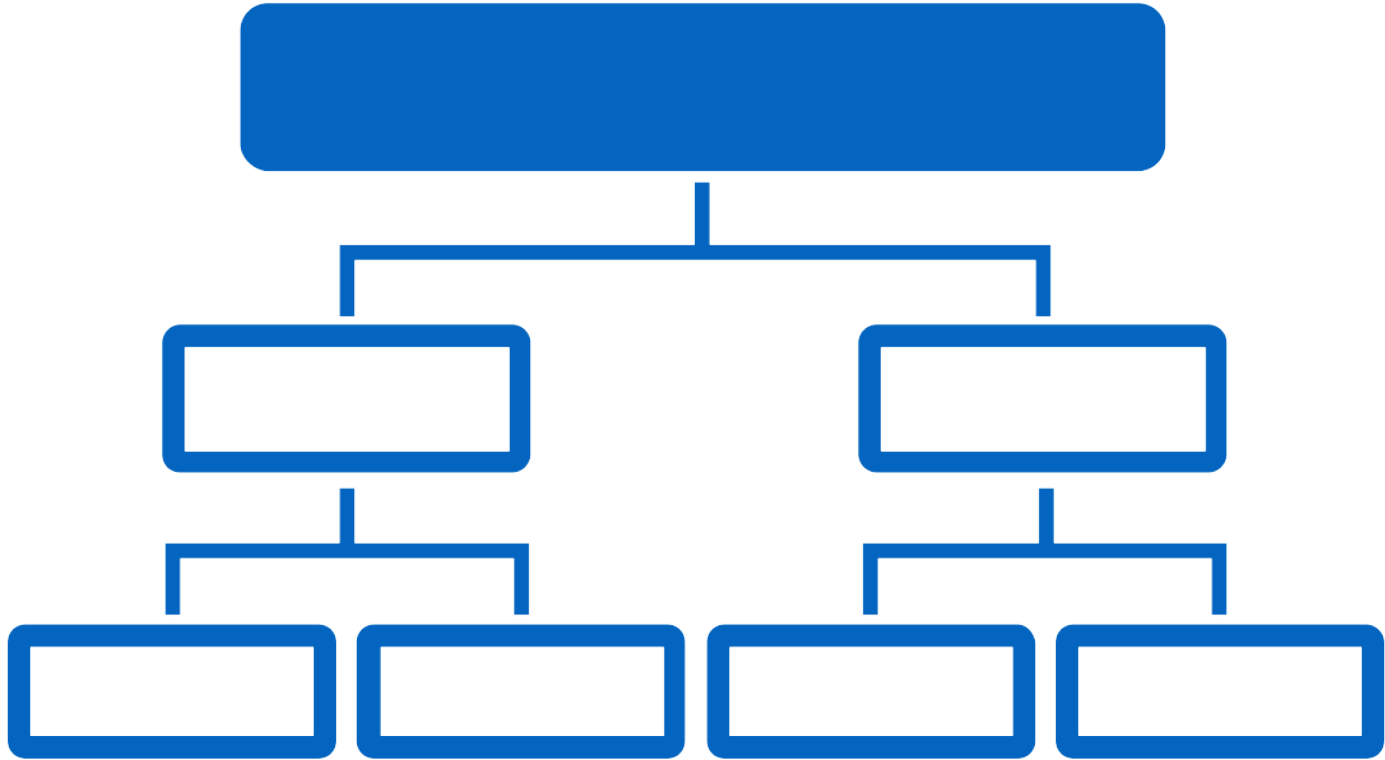
1856 – 1915



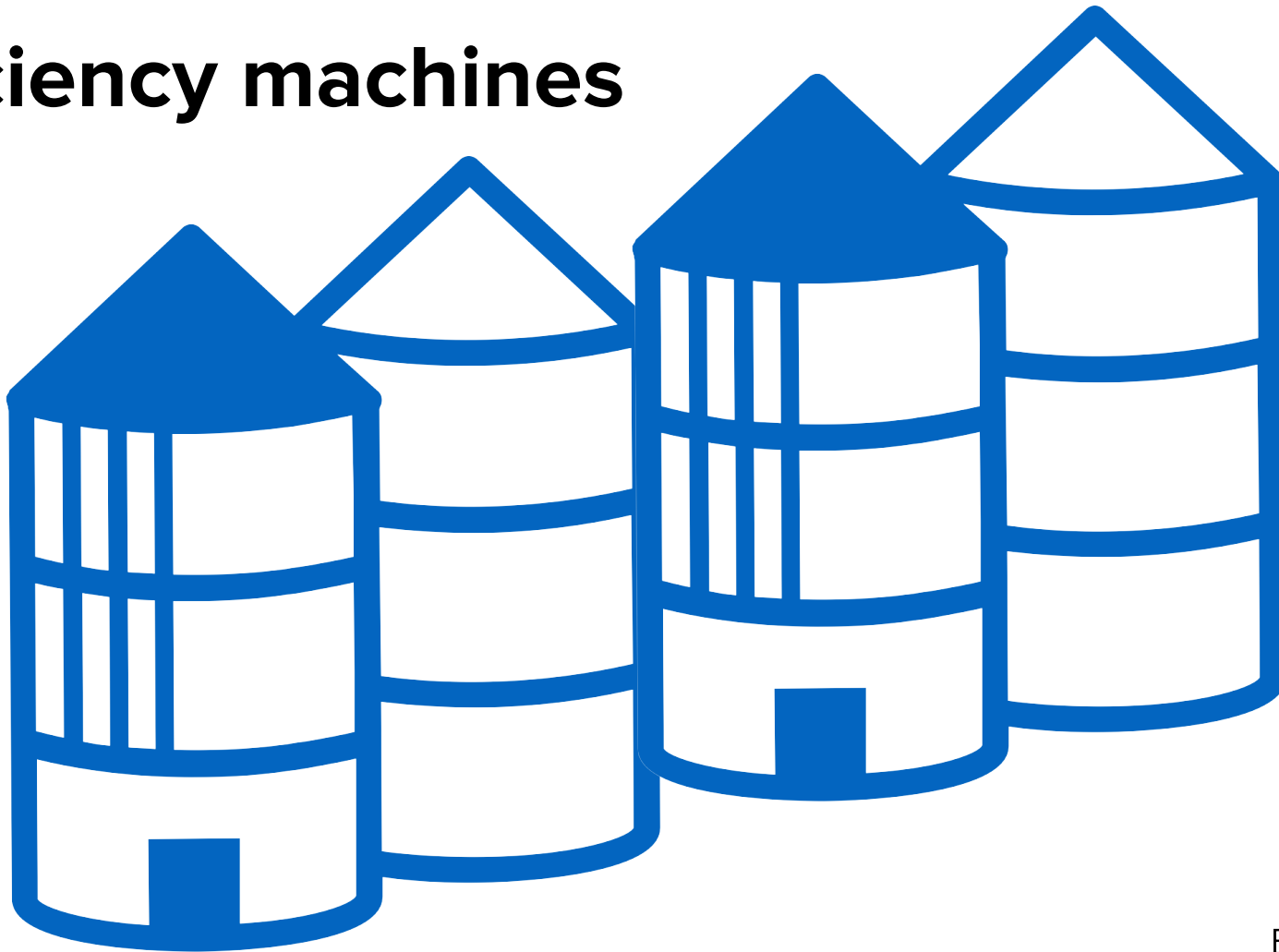




An Assembly Line
of the
Ford Motor Company



Efficiency machines

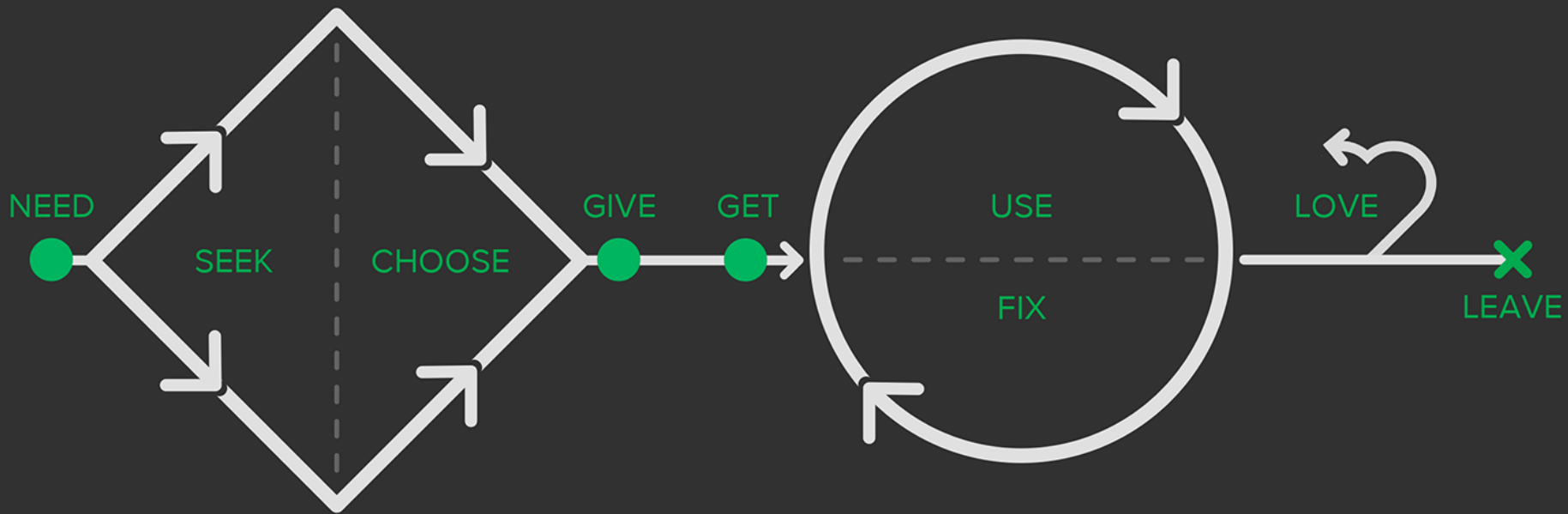




Buying software

Installing a product

Cancelling a subscription



A media company's onboarding journey

90%



90%



90%



90%



90%



A media company's onboarding journey

90%



90%



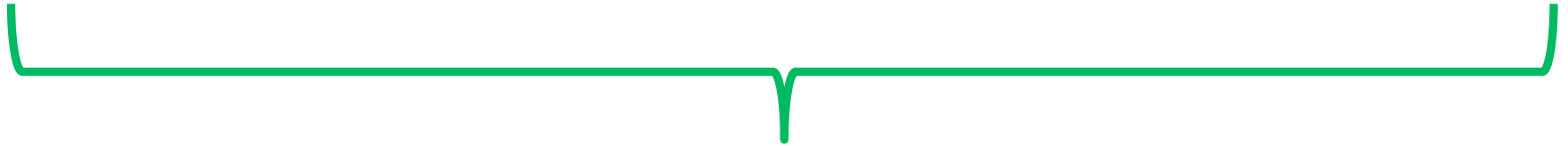
90%



90%



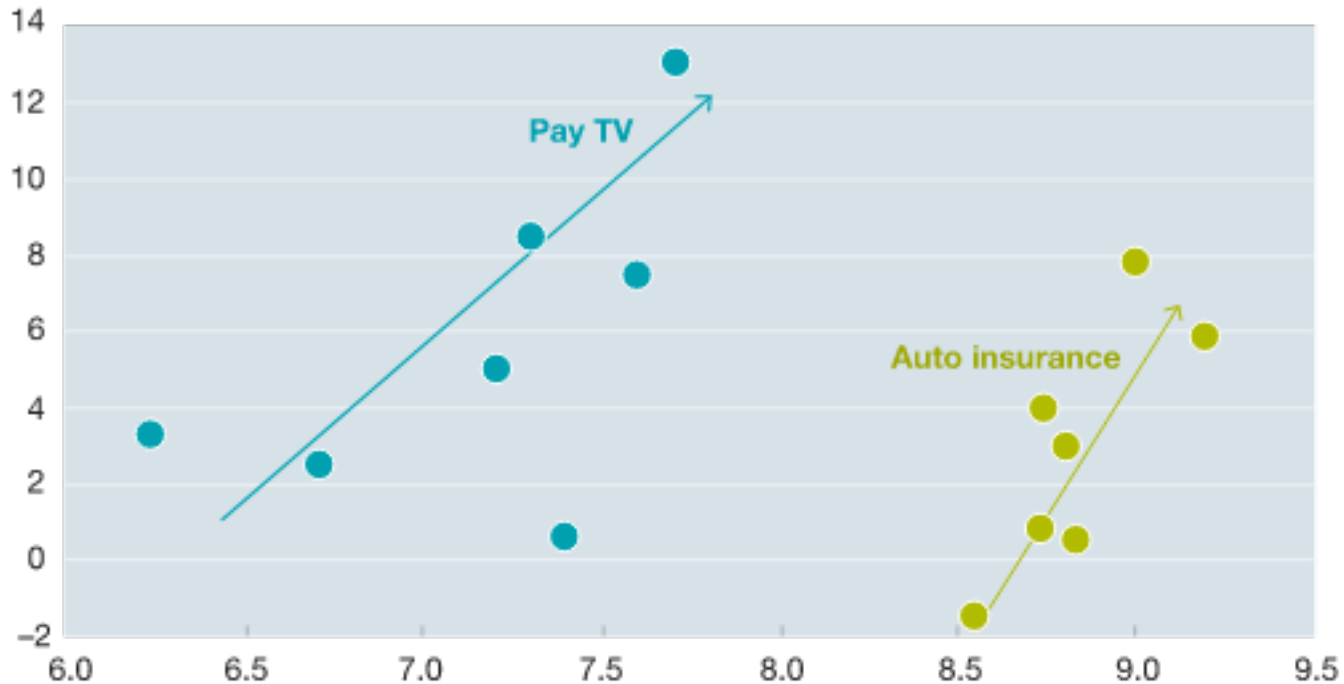
90%



40% lower

Higher journey satisfaction → revenue growth.

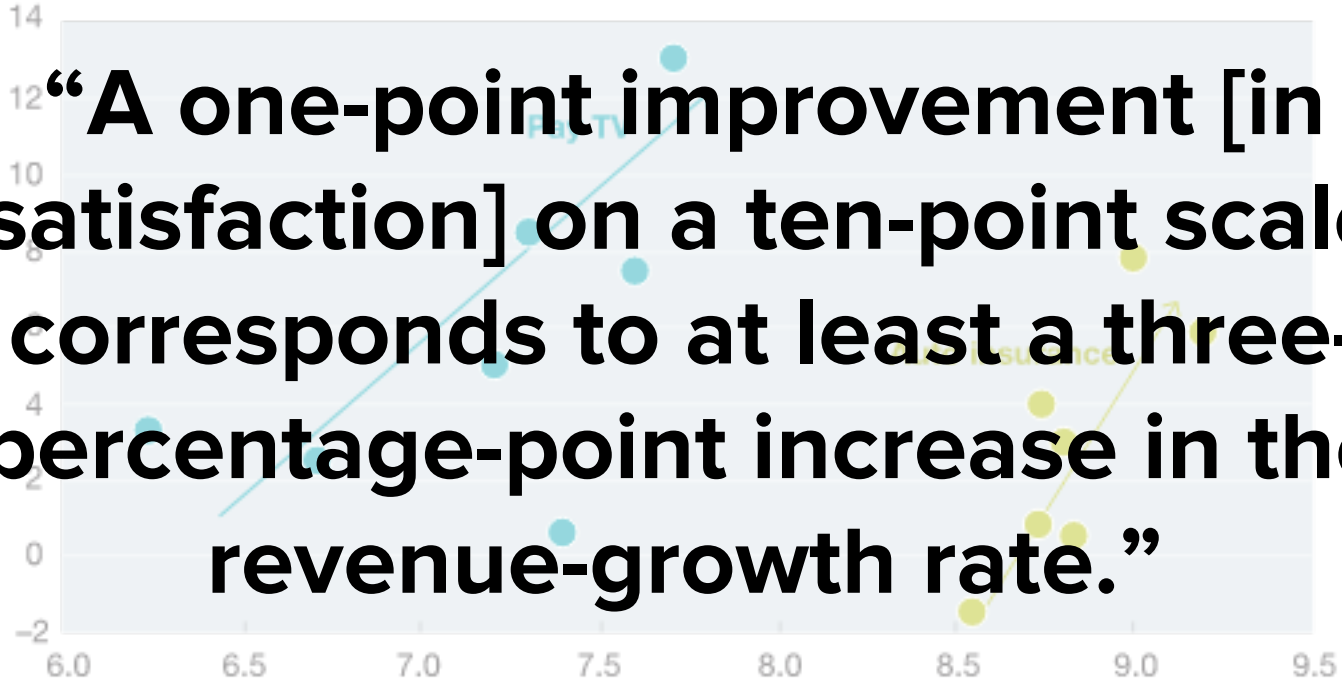
Revenue growth, 2010–11, %



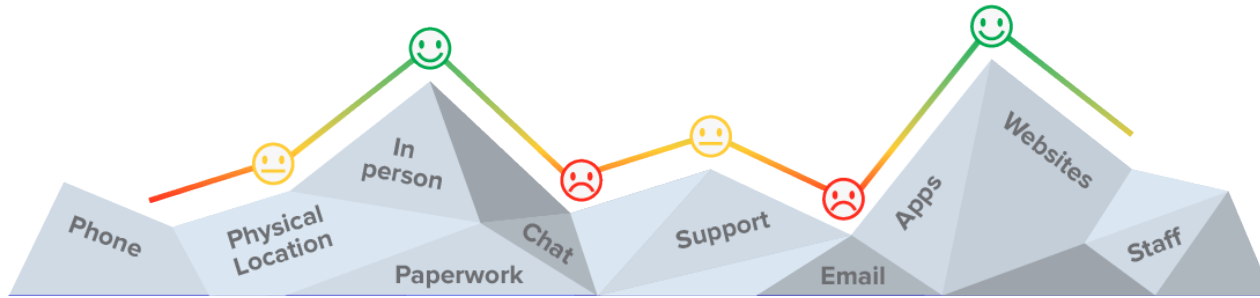
Average satisfaction with each company's 3 key journeys (on a 10-point scale), 2011

Higher journey satisfaction → revenue growth.

Revenue growth, 2010–11, %



Average satisfaction with each company's 3 key journeys (on a 10-point scale), 2011



Journey Management

Discover
the journey

Design
the journey

Deliver
the journey

DISCOVER
the journey



We Make House Calls On Demand

A local credentialed tax pro comes to you and does all the work. Pushing start is the hardest part.

How it works



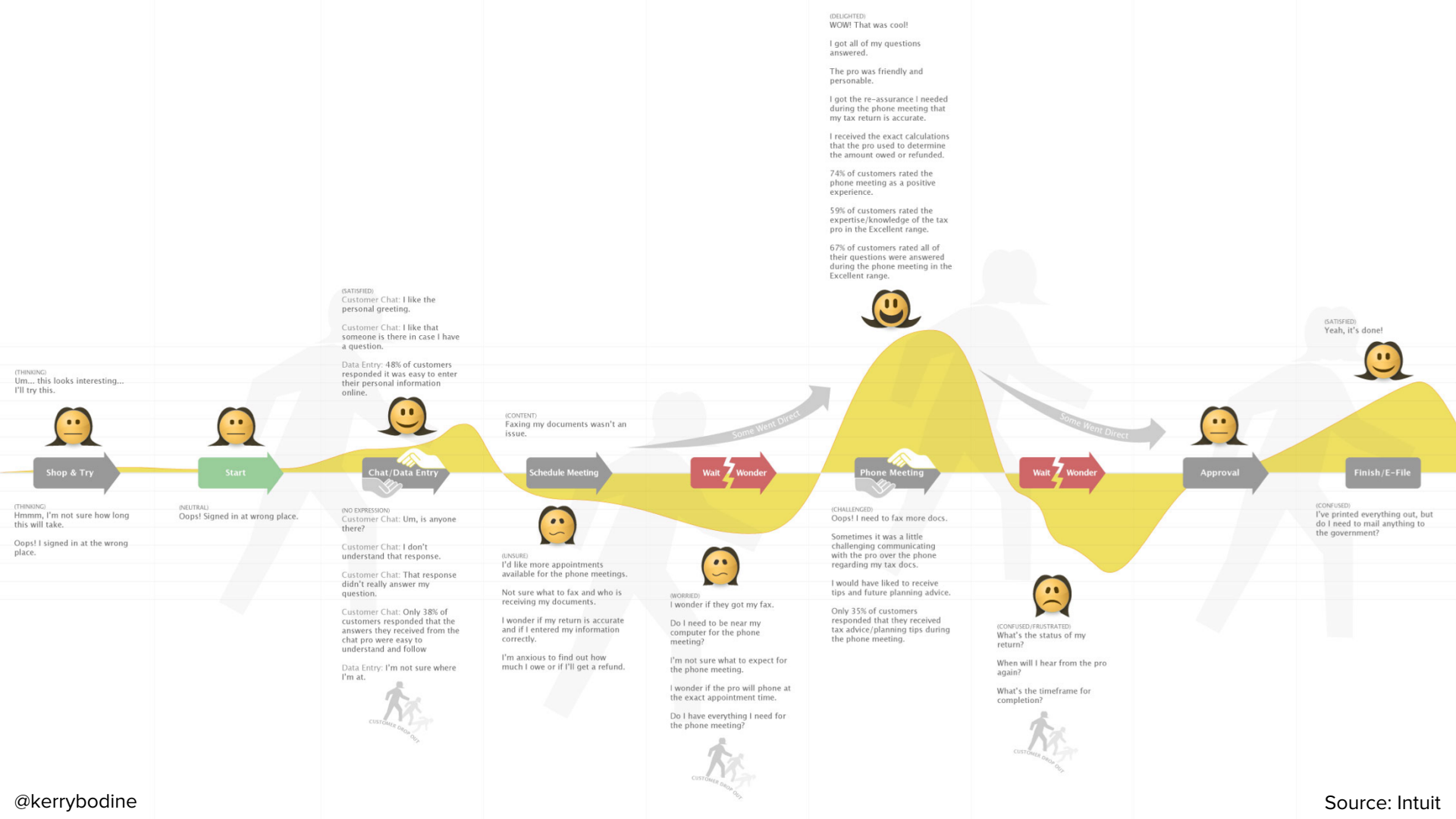
You request a pro when you're ready

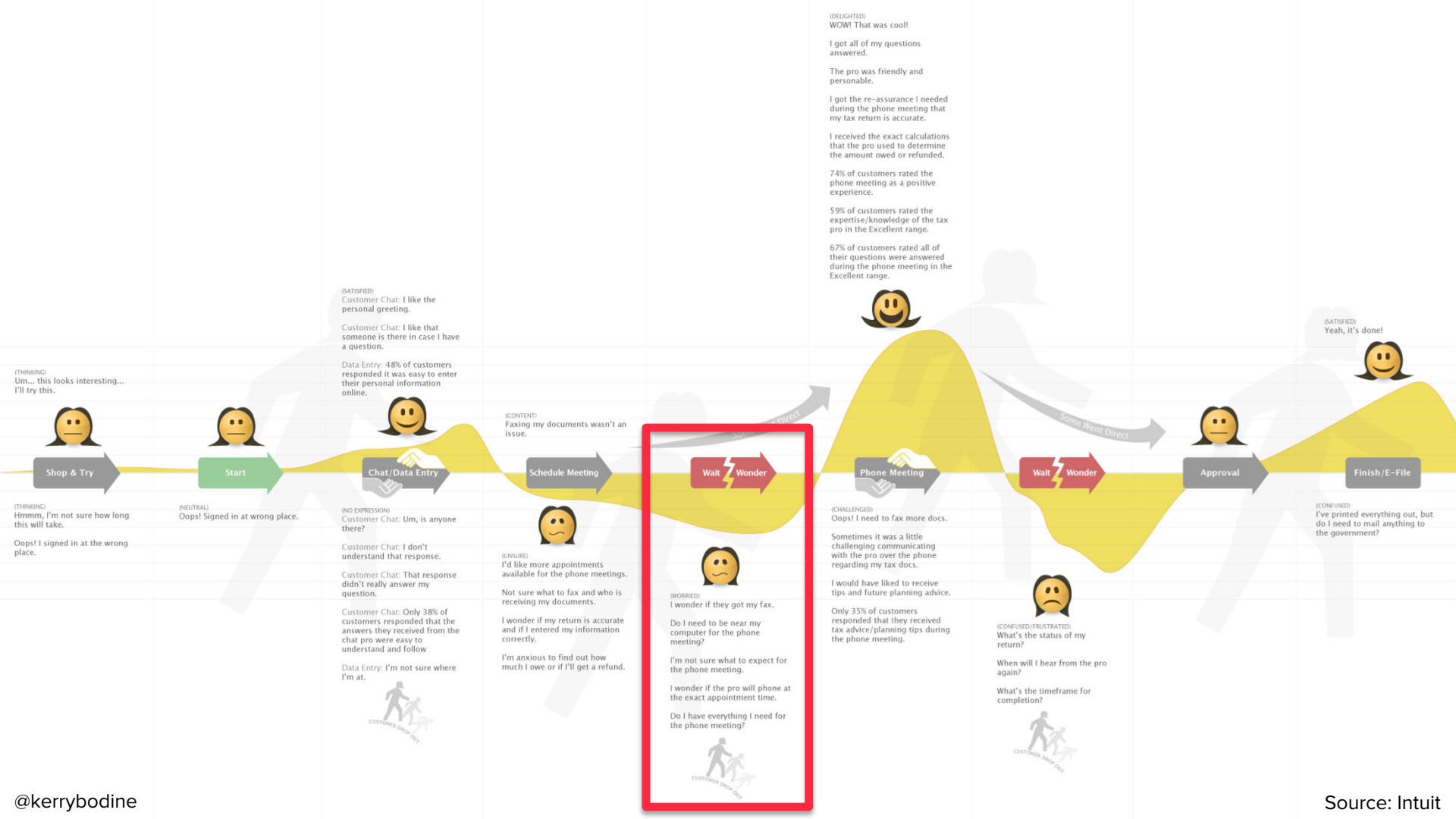


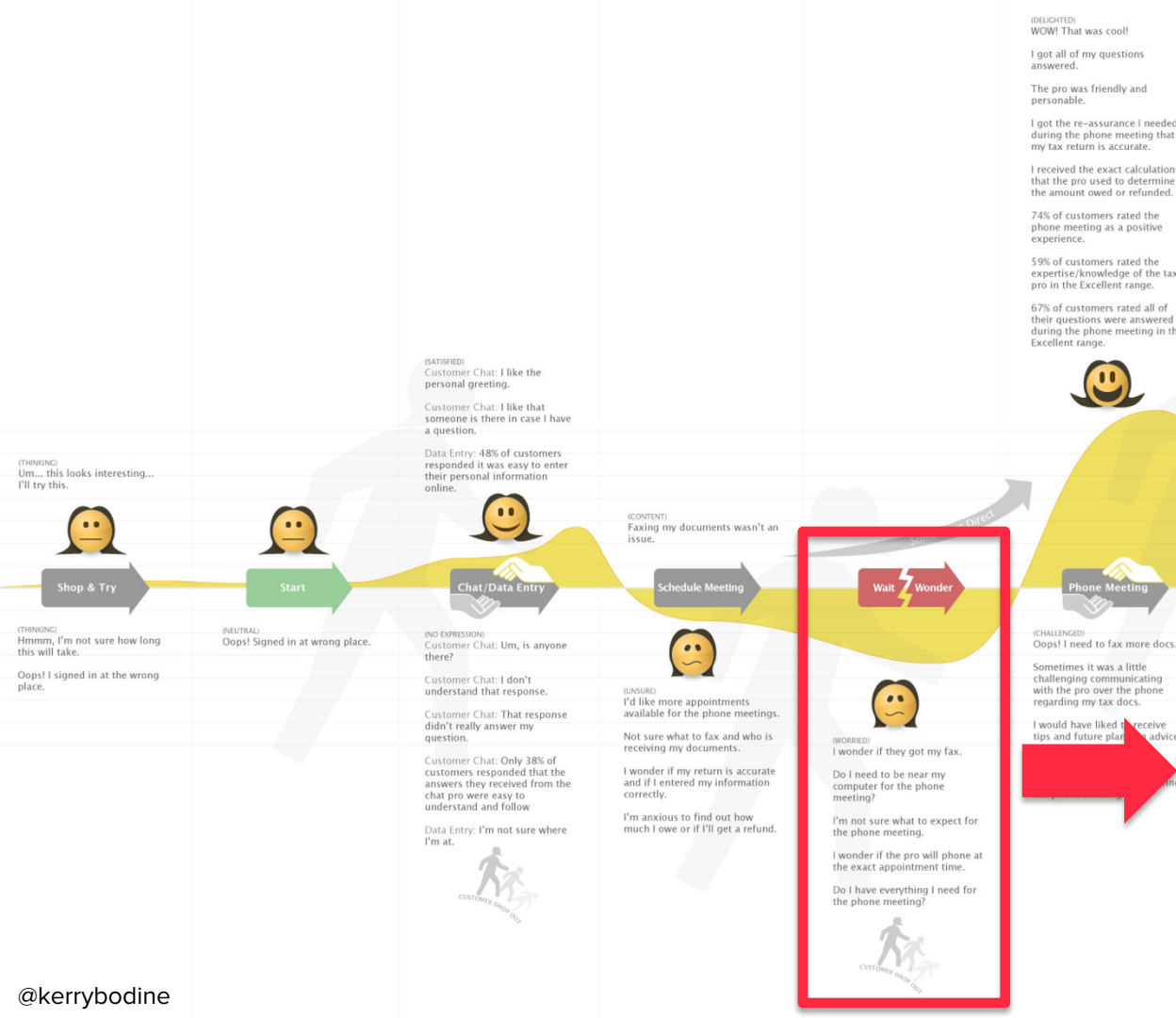
Our pro arrives and does all the work



We efile for you and get you your refund







Some w...

Wait Wonder

(WORRIED)
I wonder if they got my fax.

Do I need to be near my computer for the phone meeting?

I'm not sure what to expect for the phone meeting.

I wonder if the pro will phone at the exact appointment time.

Do I have everything I need for the phone meeting?

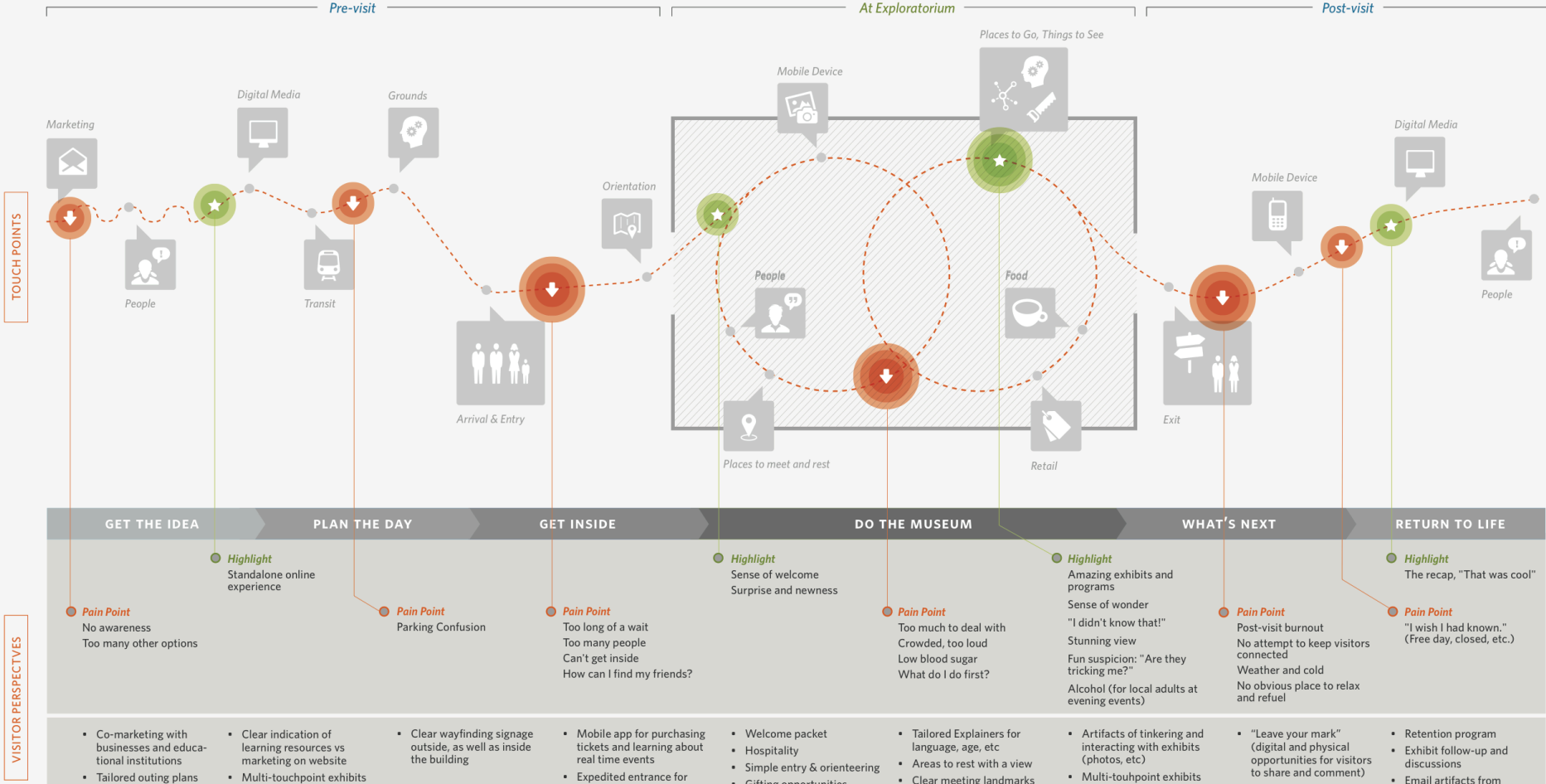
but to

uit



Visitor Experience Map

What opportunities exist to impact the experience at scale?



DESIGN
the journey



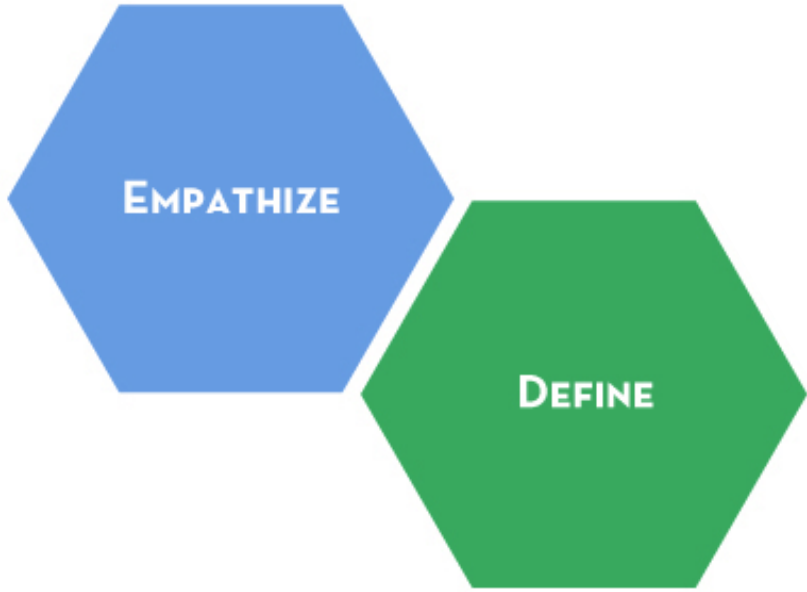
EMPATHIZE



EMPATHIZE

“the ability to **understand** and
share the feelings of another”

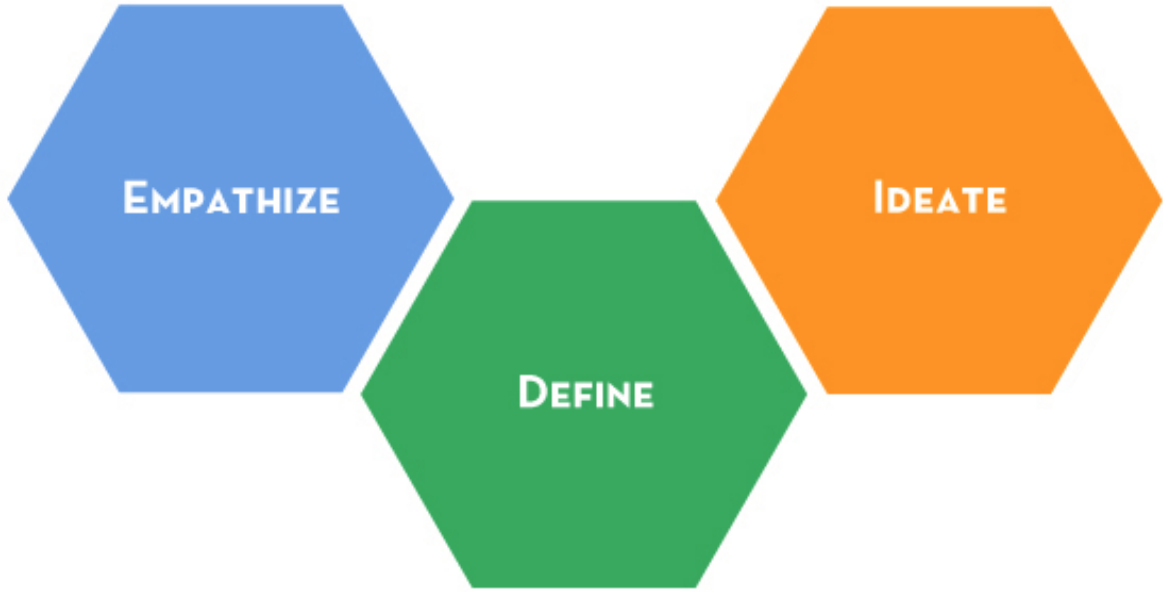




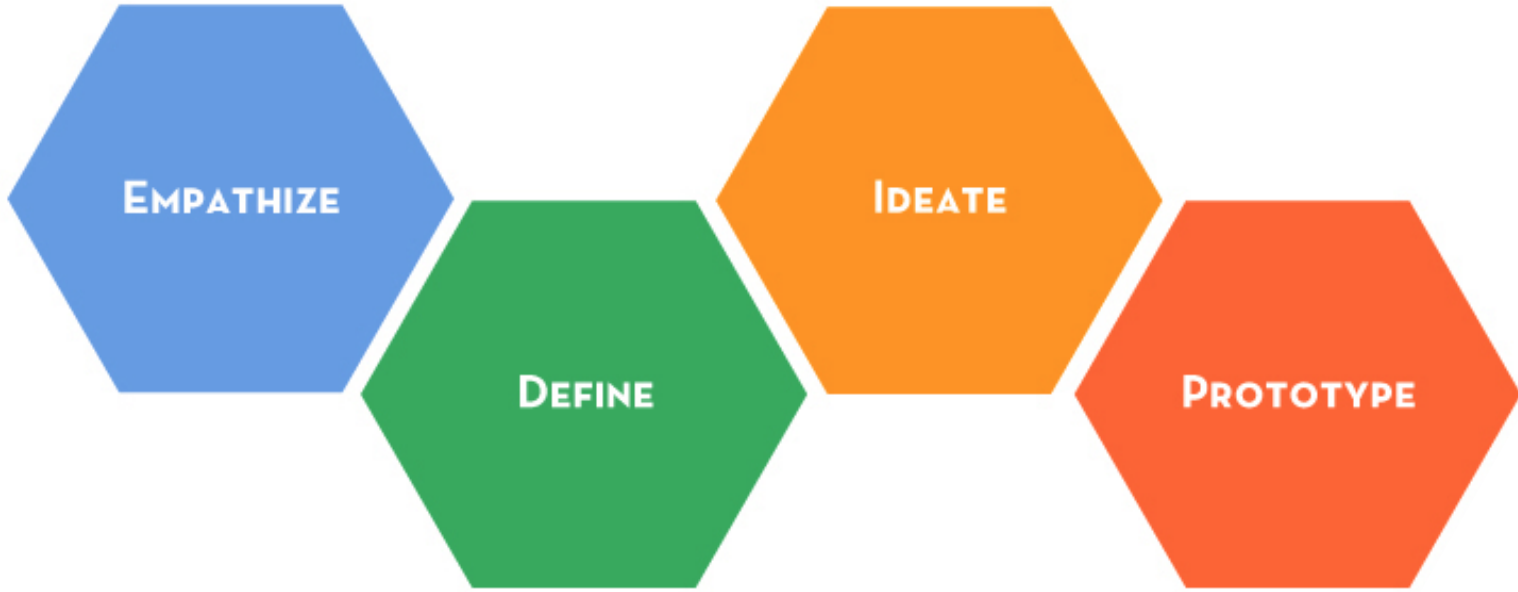


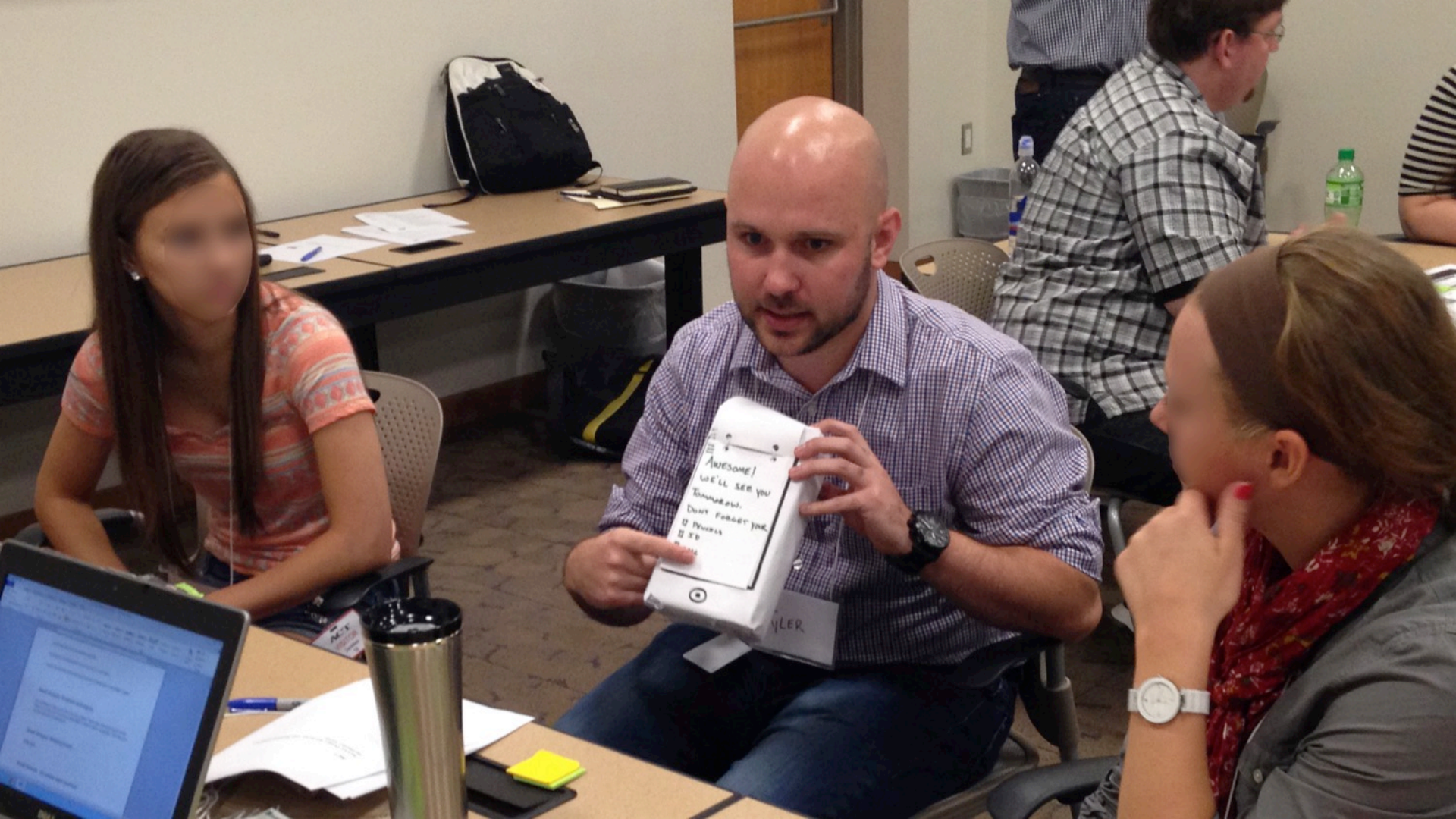












AWESOME!
WE'LL SEE YOU
THANK YOU!
DON'T FORGET THE
@ PHOTOS
@ FB

TYLER



Testimonials

Location Specific

Testimonials

Location Specific

My Hand Eligible

My Hand Eligible



Audi Car on Demand Driver Dress Code



Black Belt



- ▶ leather
- ▶ modern styling
- ▶ silver hardware



- ▶ solid medium grey
- ▶ cotton
- ▶ rolled-up sleeves

Grey Dress Shirt



<http://bananarepublic.gap.com/browse/product.do?cid=4472&vid=1&pid=11160932>

<http://bananarepublic.gap.com/browse/product.do?cid=48017&vid=1&pid=462707&cid=462707292>

Black Pants

Dress Sneaker

- ▶ stylish, impression-maker
- ▶ dressy casual



<http://www.zappos.com/address/original-combe-leather-black-white>

<http://www.lyst.com/shoes/address/y-3-solo-creakers-black>

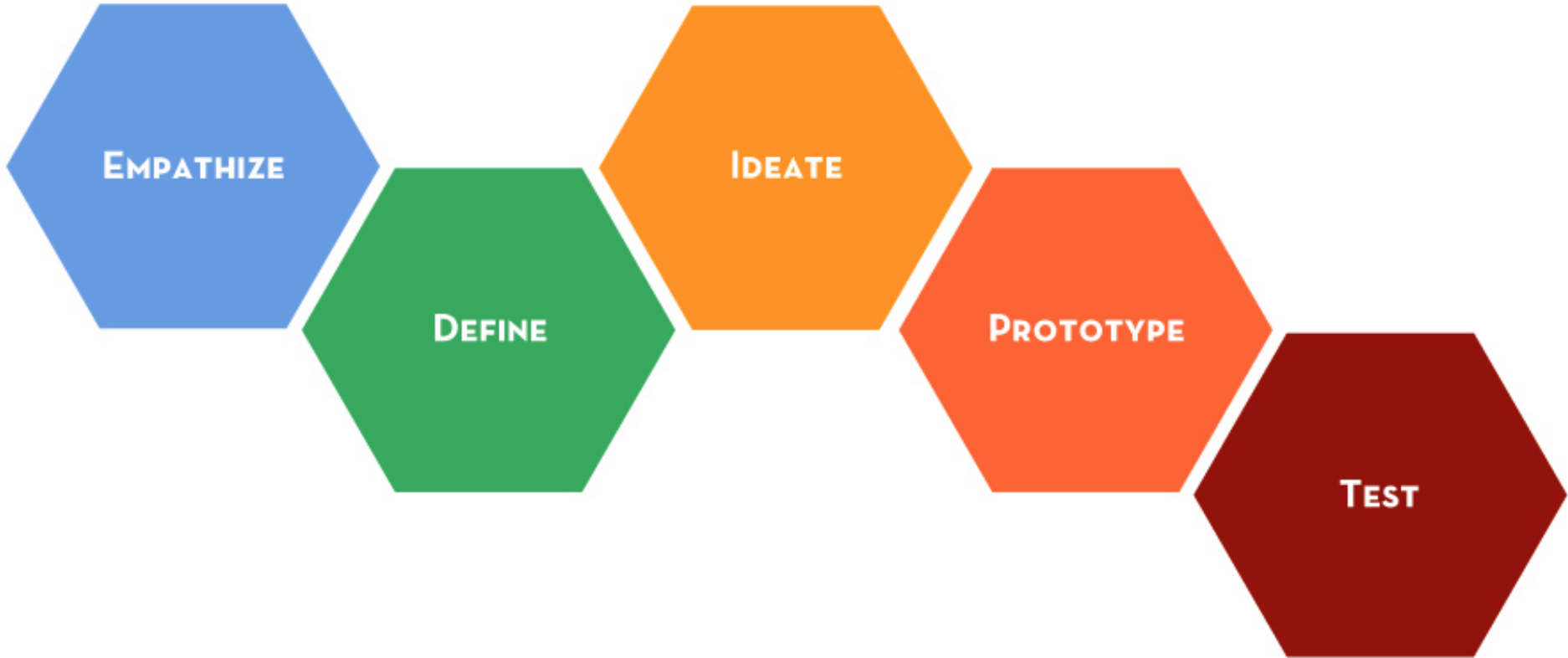
- ▶ lightweight wool/cotton
- ▶ flat front
- ▶ tailored fit

<http://bananarepublic.gap.com/browse/product.do?cid=4472&vid=1&pid=905682&cid=905682002>

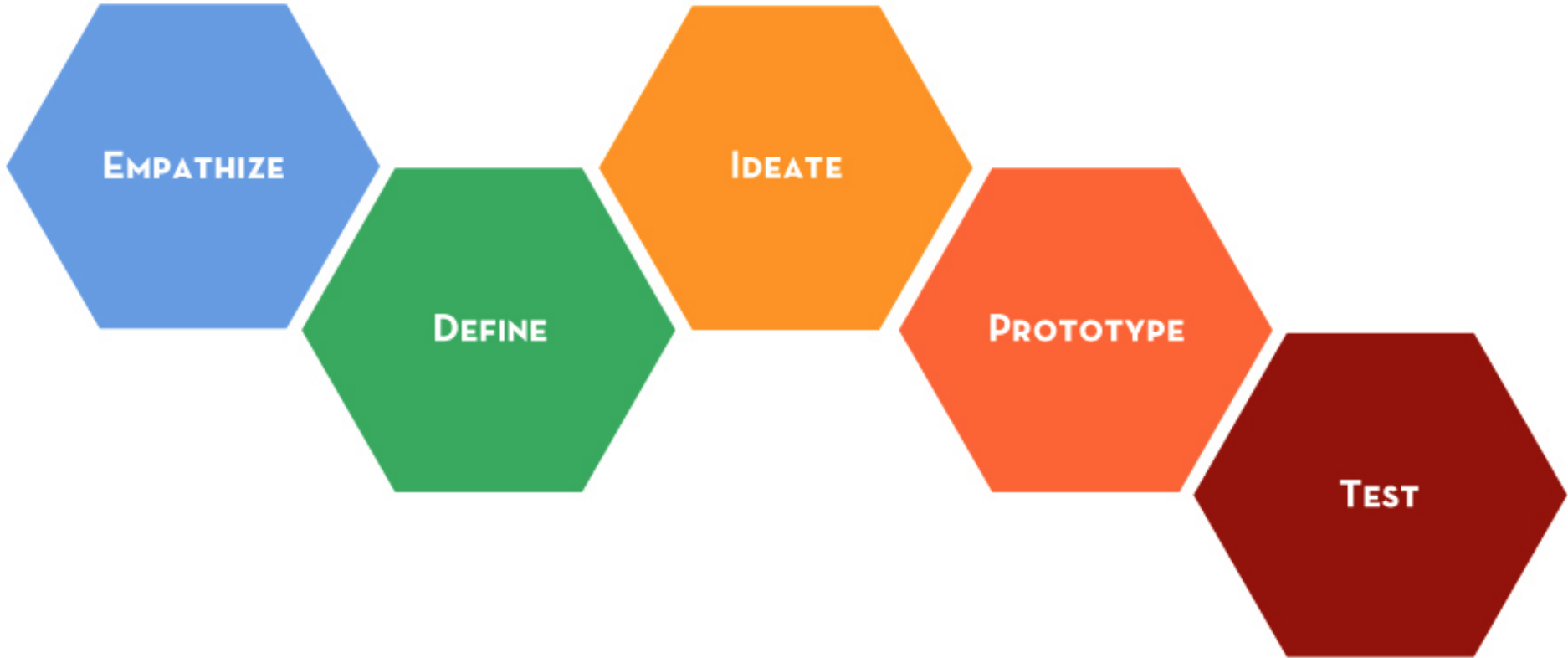
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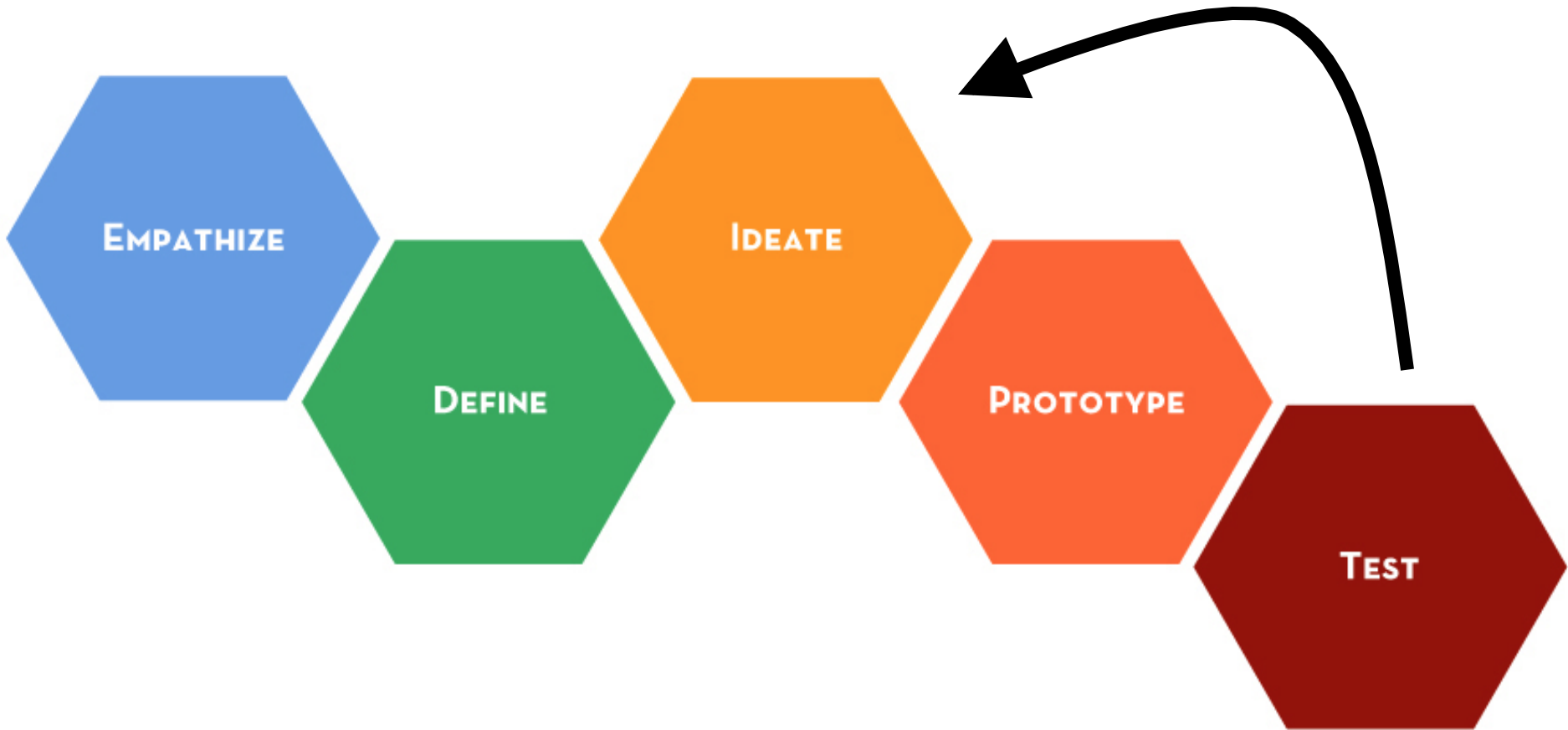


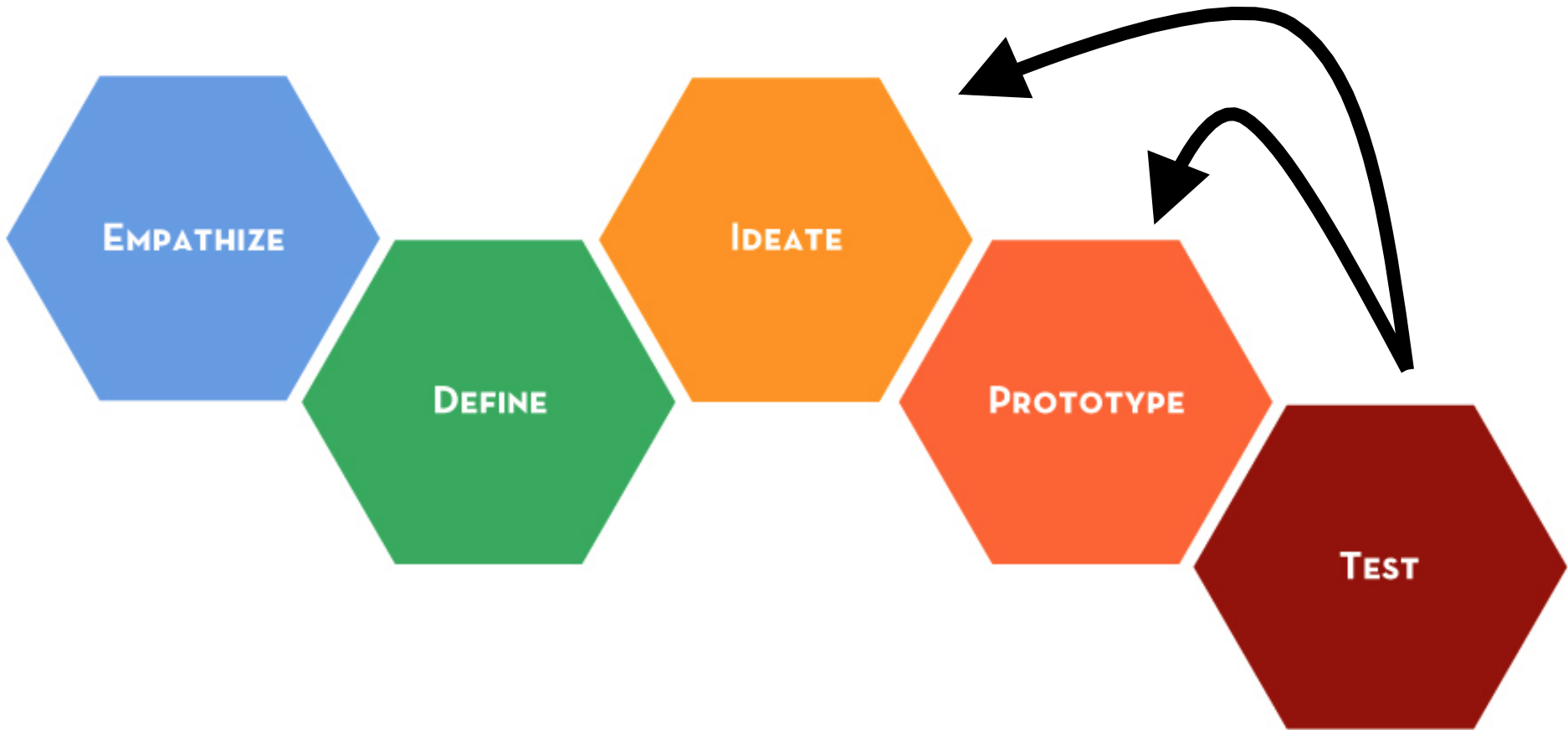












DELIVER
the journey



Buying software

Installing a product

Cancelling a subscription

Buying software



Buying software



Buying software

Billboard



Google



Website



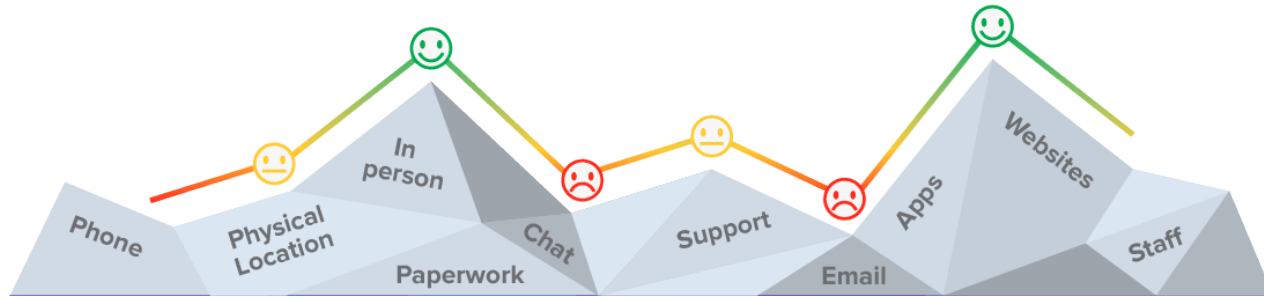
Online chat



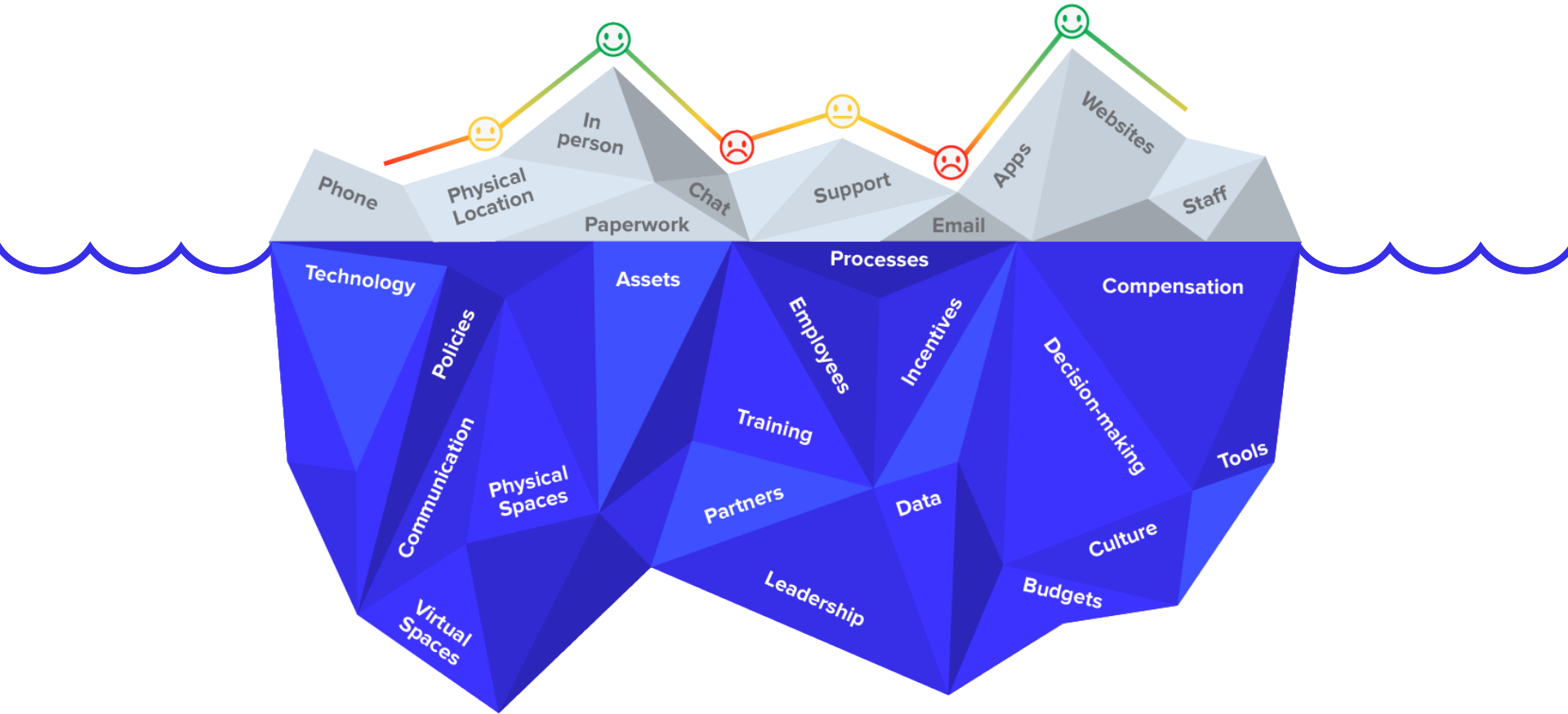
Forms



WHAT CUSTOMERS EXPERIENCE



WHAT CUSTOMERS EXPERIENCE



WHAT CREATES EXPERIENCE

Buying software



Google

Online chat

Marketing

Sales

Digital

Finance

Ad agency

Contact Ctr.

Legal

LLOYDS
BANKING
GROUP



AVIVA



QANTAS



vodafone



BARCLAYS

BBVA

British Gas



TURKCELL

GREENPEACE



telenor



JOHN
LEWIS
& PARTNERS



LATAM
AIRLINES

e.on

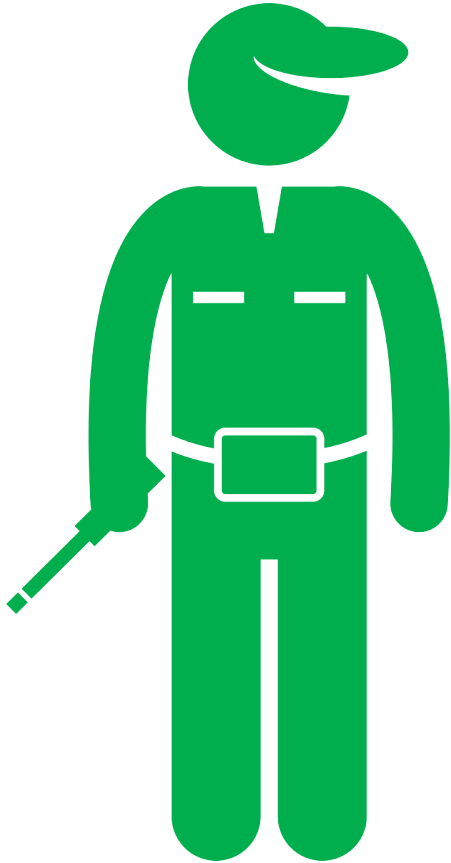
HSBC



Royal Bank
of Scotland



Nestlé®



Journey manager role:

- Understand customer needs — and identify gaps
- Create a long-term vision
- Make the business case
- Herd cross-functional stakeholders to execute on the vision
- Measure the ongoing impact

A major US telecom...

- Uncovered **1500 different tactics** for contacting customers.
- Required 20 different departments to:
 - Plot planned communications against key journeys.
 - Think through how various journeys overlap.
- Personalized communications for each user based on the journeys they were on.
- **Saw 3% drop in churn in 6 months!**



**What can *you* do to
create a journey
mindset today?**

What can *you* do to create a journey mindset?

1. **Listen** to customer stories.

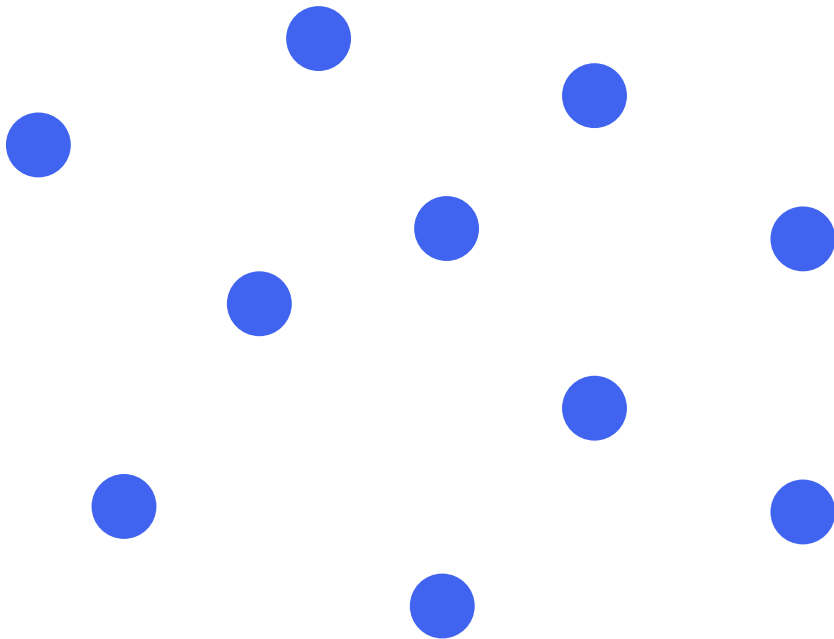


The Journey Mapping Process

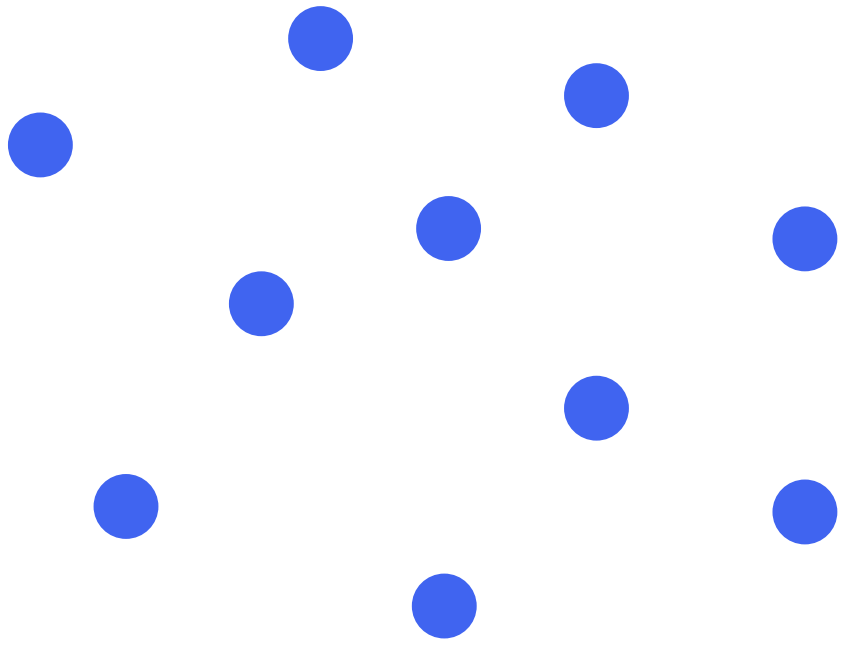


What can *you* do to create a journey mindset in your organization?

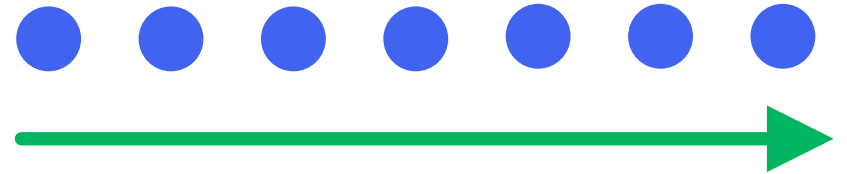
1. **Listen** to customer stories.
2. **Quantify** key journeys.



From
Isolated Data



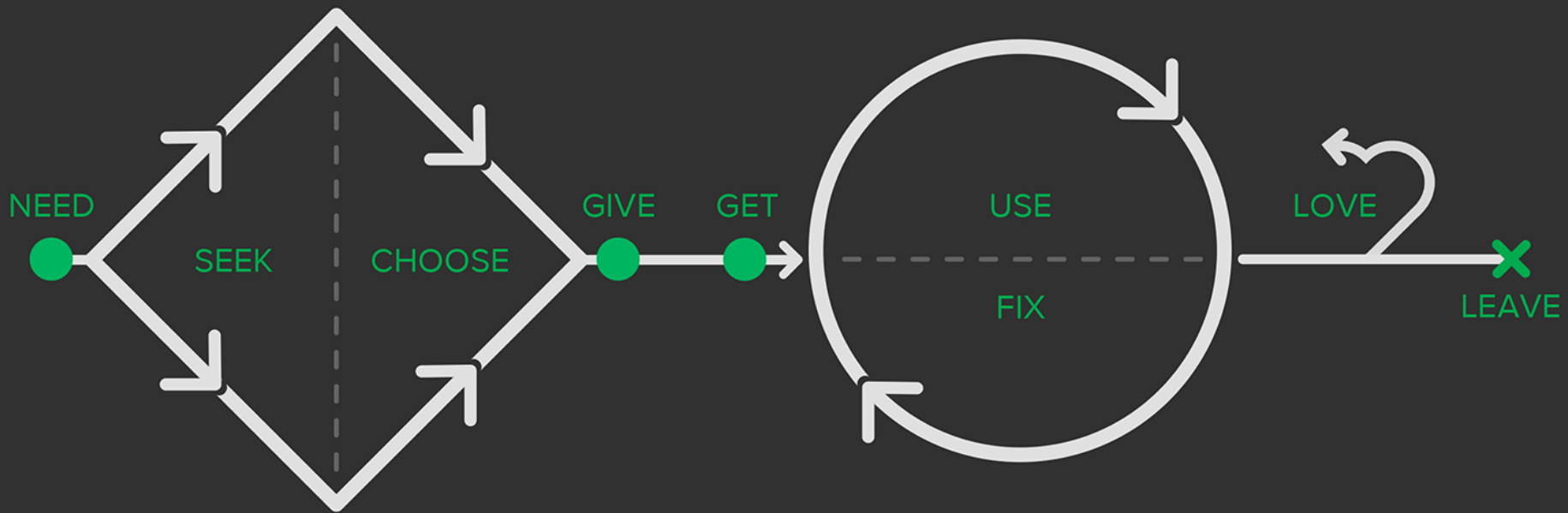
From
Isolated Data

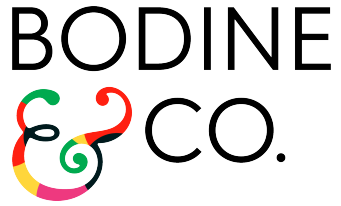


To
Aggregated Data

What can *you* do to create a journey mindset in your organization?

1. **Listen** to customer stories.
2. **Quantify** key journeys.
3. **Create value** all along the journey.





THANK YOU!

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[@kerrybodine](#)

HAPPY CUSTOMERS LEAD TO HAPPY SHAREHOLDERS.
LET'S MAKE **HAPPY** HAPPEN.

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