



FRAME



Customer Experience Framework Definition

Before a company can map current and future-state customer journeys, it needs to define what the frameworks for the journeys look like, rather like plotting a map before planning a journey. These can be standard for specific industries, however can differ depending on customer requirements, channel choice and operating procedures. As part of the framework mapping process, the business needs to consider:

- Customer segmentation - would different customer segments take different journeys?
- Channels - would the journeys be impacted by the channel the customer uses, or by channel-switching behaviour?
- Stages of the Journey - the main steps of the customer journey
- Phases of the Journey - the sub steps for each stage of the journey

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