



UNDERSTAND



JOURNEY

Customer Experience Curves Formulation

Importance and performance data relating to customer expectations generated from VoC Research can be utilised to map 'as-is' and 'ideal/optimised' customer experience curves. By allocating VoC research scores to different customer touchpoints/ journey 'moments', we can help the business:

- Understand the gaps that exist between 'as-is' and 'ideal' experience across all customer touchpoints
- Identify the touch points of greatest significance from a customer perspective (Moments of Truth)
- Identify the touch points of greatest significance from a organisational perspective (pain points)

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