



# Journey Mapping

Get inside the service journeys your organization offers

Delivering a consistent service experience to customers can be a powerful differentiator. Service journey mapping makes it possible. We work with your entire organization and your customers to research, visualize, and connect every interaction and impression that people have as they use various channels to access your service – online, in person, over the telephone, in physical environments, and email.

## THIS SERVICE HELPS TO...

Capture all the experience points a person has with your service

Determine where improvements can be made in peoples' experiences

Understand how your audience's journeys connect in the service experience



## WHAT YOU GET

You benefit from a tangible exploration of your service experience delivery. You get:

- ✓ A powerful visualization of the various journeys, paths, and connections between your service experience points and users
- ✓ Clarity on gaps that occur in the service experience delivery, with prioritized recommendations based on greatest short-term & long-term impact
- ✓ Opportunities for improvement, as well as opportunities to innovate in the service experience



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## HOW WE DO IT

**1** Through thoroughly conducted interviews and workshops, we capture your organization's internal knowledge about the service experience you offer today.

**2** We connect with real users and customers through methods such as interviews, job shadowing, mystery shopping, and other contextual and ethnographic research.

**3** We analyze the research and turn it into actionable methods that empower you to intentionally design and manage the service experience you deliver.

**4** Through service experience mapping, we visualize the various service journeys that customers and users take as they interact with your service.

**Duration:** on average, projects range from four to eight weeks.



## About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

## Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

## Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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