

# Your Customer Journey Map is a Big Data Tool

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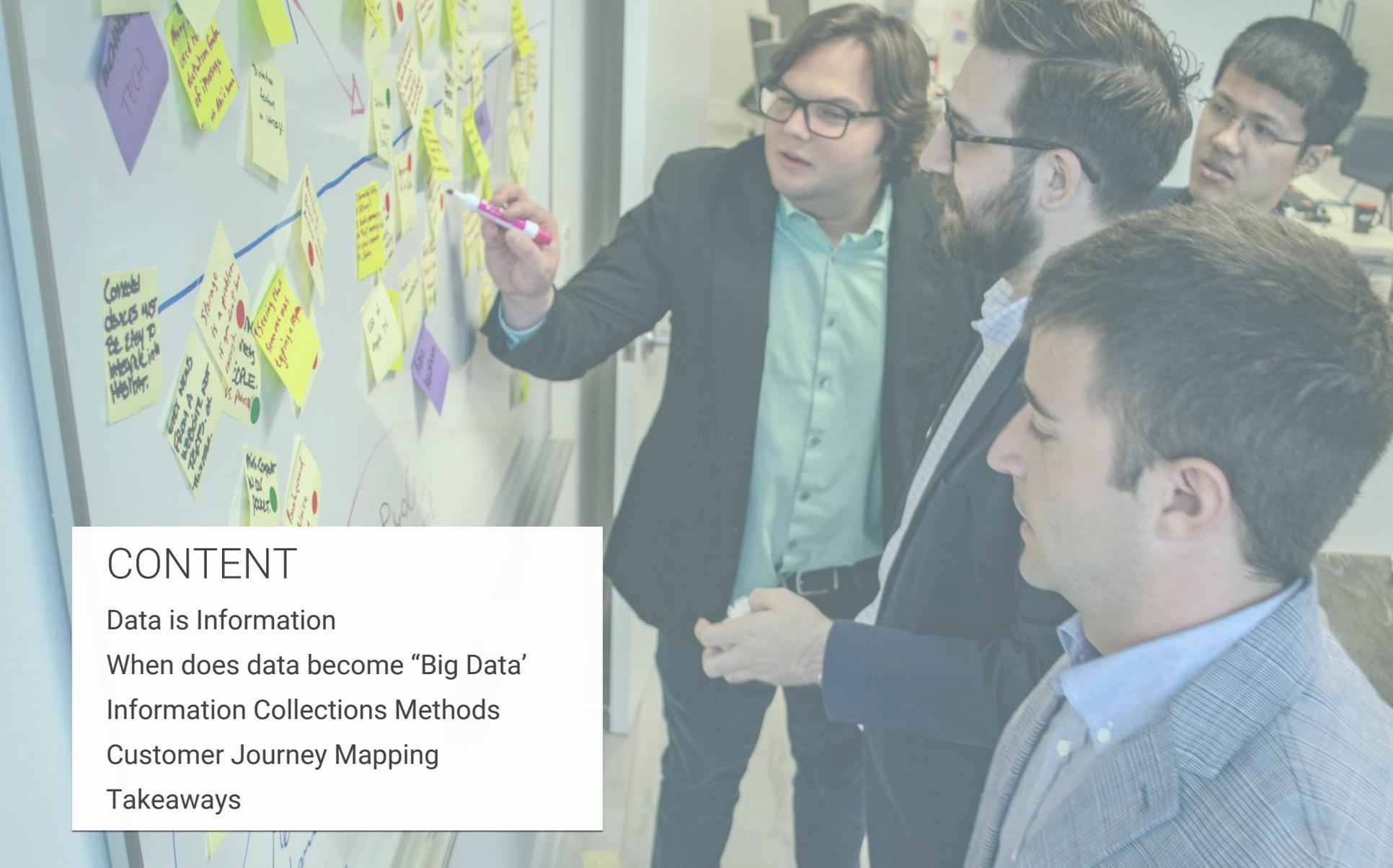
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Takeaways

# DATA EVERYWHERE, INSIGHTS NOWHERE.

## Data

A collection of facts (numbers, words, measurements, observations, etc) that has been translated into a form that computers can process.

## Data = Information

Data is simply another word for information.

- Machine-Readable is structured data.
- Human-Readable is unstructured data.

## Facts

Experts predict a 4300% in annual data production in 2020. Companies that are more data driven are 5% more productive and 6% more profitable (McKinsey).



# WHEN DOES DATA BECOME BIG DATA?

There's no official size that makes data **“big”**.

The term represents the increasing amount and the varied types of data that is now being gathered as part of data collection.

- Personal data
- Transactional data
- Web data
- Sensor data

What has changed is the tools we use to analyze data. **Customer Journey Mapping (CJM)** is one of those tools. With a CJM data collection is gathered and measured and not mined.

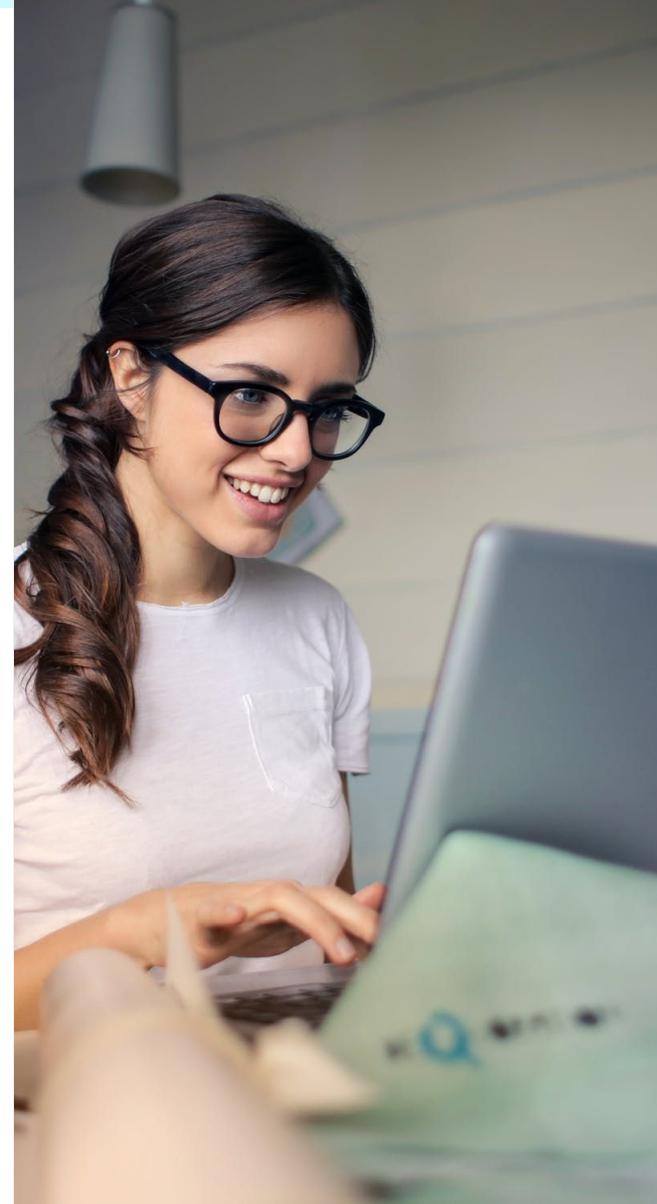




# IMPORTANCE OF DATA COLLECTION

As people interact with your products or follow your processes they form what is called a *journey*.

- Essentially, the customer journey is a long trail of different customer experiences.
- These customer journeys are filled with important data or information that can be collected and analyzed.
- Statistics have shown that more than half of all customer interactions occur during a **multi-channel** or multi-event journey.
- Many insights might be hard to discover with all this data coming from multiple channels or locations.



# DEEPER UNDERSTANDING

According to McKinsey, a deeper understanding of the customer journey can lead to insights that are **30 to 40 percent more predictive of customer satisfaction.**

## Tie Multiple Experiences Into a Single Journey

- Big data enables you to bring together the entire journey and see what experiences are working well and what areas need support

## Uncover Unseen Correlations

- Uncover correlations you hadn't never considered before with CJMs

## Customers Behavior

- Behavior analytics can show attitudes of the customer at each step in the journey (and what led them to take their next action)

## Customer Retention

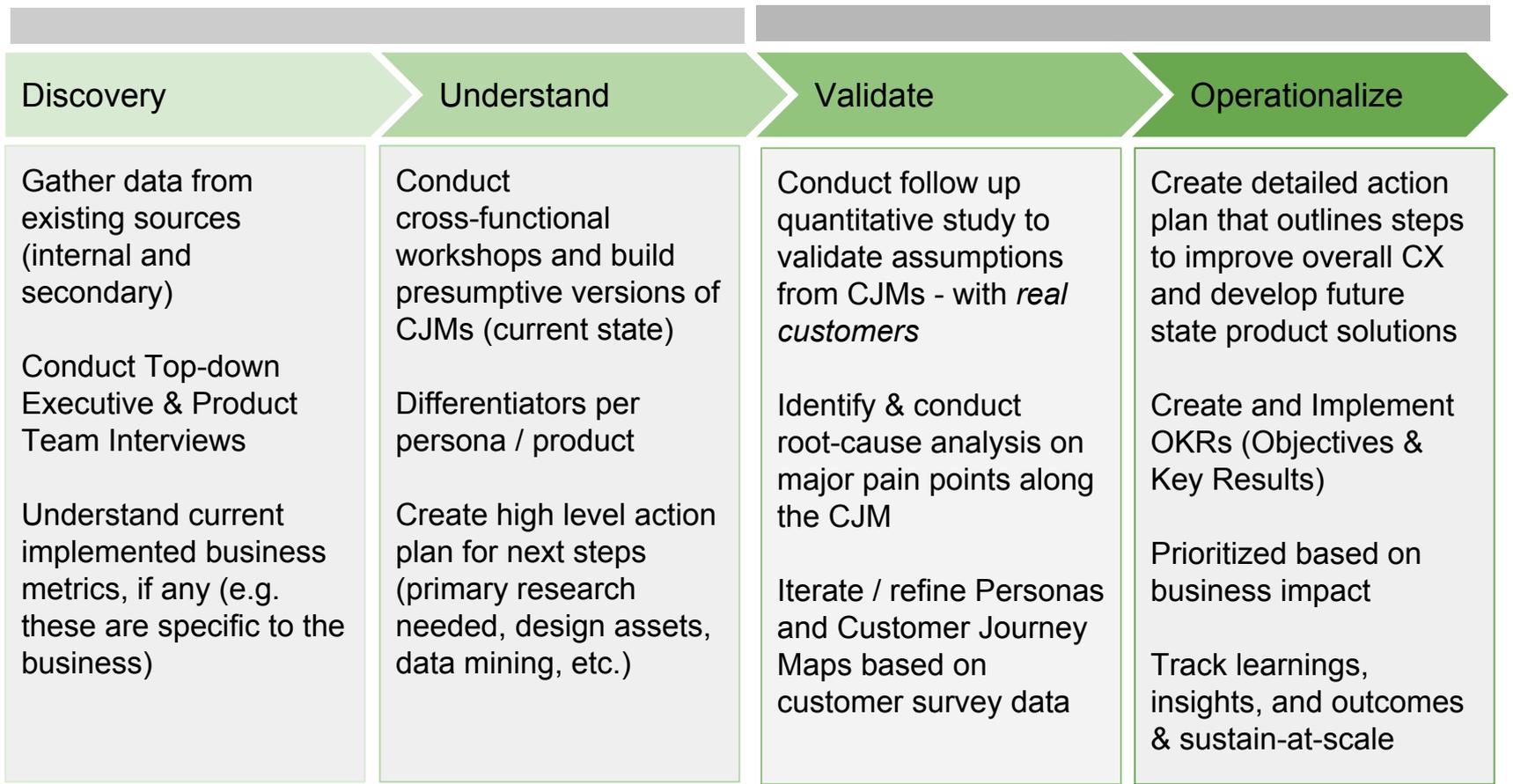
- Using *big* data-driven insights, you can devise ways to retain customers, improve their experiences, and increase the selling of add-on products





# KEY LIME CUSTOMER JOURNEY MAPPING METHODOLOGY

Key Lime recommends beginning with a workshop driven methodology to ensure team alignment and organization-wide. This gets better buy-in and results.

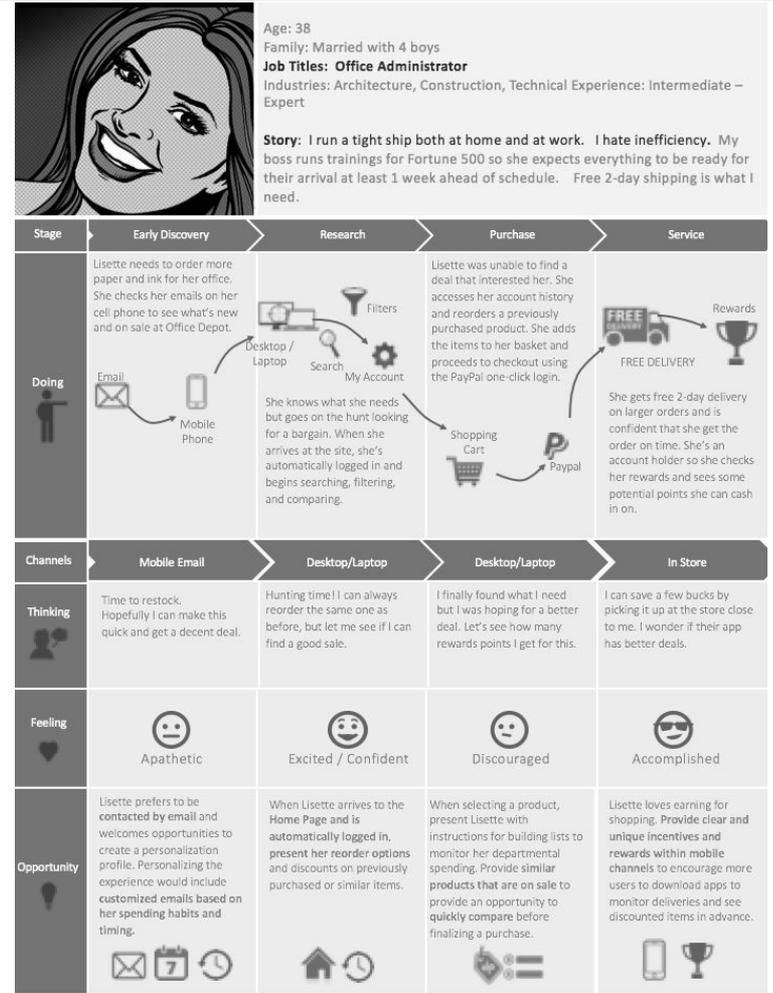


# WHAT IS A CUSTOMER JOURNEY MAP (CJM)

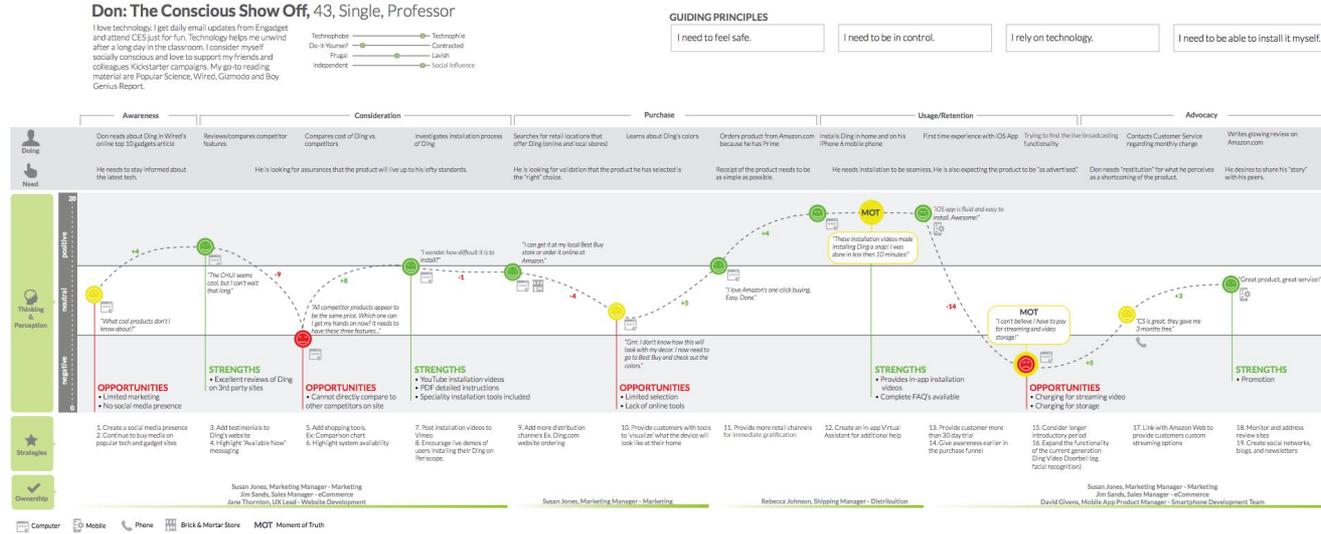
A Customer Journey Map (or CJM for short) is a **visual / graphical representation of a customer's "story" along a well defined use case.**

## What lives in a CJM?

- Provides a diagram of a journey from the customer's point of view.
- Includes relevant information such as:
  - Actions or "what they are doing"
  - The medium in which this is happening or "where is the interaction taking place"
  - What they are feeling "positive or negative valence"
  - Areas of opportunity "where can our organization capitalize / improve the user's experience"



## DING.COM PURCHASE JOURNEY MAP



## Existing Data

- Metrics, Web Analytics, and behavioral tendencies can be leveraged to prioritize use cases and provide focus during CJM workshops
- Develop a more holistic understanding of users' behaviors.
- Big data can be utilized in the absence of existing Behavioral Personas

## Future Data

- CJMs can offer a roadmap when prioritizing the development of enhanced web / product analytics
  - *Ex. There is a significant blind spots in our understanding of users behavior!*
- Big data can also support business cases as to why "UX professionals should have a seat at the table"
  - Quantifying the ROI of UX

## SCENARIO:

One of our clients, a leading scientific, technical, and medical content publisher, sought to better contextualize and understand their users' actions.

## HOW BIG DATA WAS UTILIZED:

In the absence of Behavioral Personas, big data was leveraged to:

- Determine behavioral tendencies and establish critical use cases
- Identify drop offs in user engagement
- Identify areas of opportunity to be explored during CJM workshops

## OUTCOMES:

- E-learning solutions were provided with a blueprint on how to better assess and predict friction points throughout the user experience
- Develop an entirely new series of success measures, KPIs, and metrics via product analytics
- Interactive CJMs provided a new -and more visual- access point for supporting UX research



Big Data is a **competitive must** to build better customer relationships and understanding of gaps.

- Gain deeper insights into your customer's actions and behaviors.
- Use big data to optimize the customer's journey in the future.
- Streamline and build a better experience.
- Use a company with expertise in CJM if you want to gain the best insights and action plan.

You don't need to do it yourself. [Key Lime Interactive](#) can support your team and help optimize its processes and results!





THANK YOU! ANY QUESTIONS?

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