Gaining an Understanding of your Customer
by
Mapping the Customer Experience

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Mapping the Customer Experience
PLA 2020
The Birthday Cake Metaphor

- Agrarian Economy
- Goods-based Economy
- Service Economy
- Experience Economy
What is the CUSTOMER EXPERIENCE?

The perception customers have of their interactions with an organization (business). Bruce Temkin

Do you know what your organization looks like from your customer’s perspective?
PUBLIC TOURS MEET HERE

Welcome
This is an authentic Japanese garden. There are potential hazards at the gates, bridges and on the paths and steps.

Please exercise care when walking here.
Please help us to maintain the peace and tranquility of this garden by observing the following restrictions.

- All children under 12 must be accompanied by an adult.
- No pets
- No bicycles, skateboarding or skateboarding
- No picnicking, food or drinks invited
- No smoking
- No running or yelling
- Use of tripod by special permission only

Thank you for your cooperation.
Enjoy the garden.
Ask yourself, what would make a magic moment?

Where would it be?
What would it involve?
How would it be staged?
How would it be remembered?
How would it be retold?

Connect to Interpretive Themes
Tell a Story Through your Sales

• What are your site’s interpretive themes?
• Keep things accurate – no purple moose!
• Discover WHY visitors come – build around that answer
• Identify local vendors that provide product connected to the themes
• People are ruled by emotion
• Create a memory....
Denali National Park
Wildflowers
- Themed retail displays – all items with wildflowers brought into one retail display
- Paired with programs
- Timed to the season
- Sales increased 38% in 2 months compared to previous year

GGNRA - Alcatraz
This was curious to me – great display but who would want to buy a key??
Apparently – this is one of their biggest selling items as it doubles as a key ring.
Note the merchandising again replicates the historic photo.
GGNRA - Alcatraz

Great way to display tourist memorabilia! In the frame at the top are hundreds of older and historical post cards seen over the years. Underneath are the current available postcards, magnets, & coffee mugs.

think of the memories you want to evoke, then design for those memories

NOT what messages to communicate or what media should carry them
What can we do differently?

improve experiences through

Experience Mapping

What is Customer Experience Mapping?

• A (CX) map is the creation of a visualization of the steps a visitor might go through in engaging with the museum during the visit.

• It is based on personas that represent specific “types” of customers and shows what happens at each stage.

• By visualizing a type of experience, the customer needs, actions, emotions and pain points can be better addressed.

Source: https://museumsdigitalculture.prattsi.org/visitor-journey-mapping-in-museums-f18442ee1d99
What are the benefits of CX Mapping?

• Improves customer/visitor experience
• Develops a word-of-mouth reputation that brings in more customers
• Generates increased profit/revenues, memberships and support
### Mapping the Customer Experience

#### PLA 2020

#### Bar Chart

- **June 2016:** 30%
- **October 2016:** 40%
- **January 2017:** 50%
- **June 2017:** 60%
- **October 2017:** 62%
- **January 2018:** 60%

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#### Table: Profiles and Customer Experience

<table>
<thead>
<tr>
<th>Profiles</th>
<th>Decision</th>
<th>Arrival</th>
<th>On-Site</th>
<th>Departure</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>OUT FOR THE DAY (The Day Visitor)</td>
<td>Stumbles upon NIMC or word of mouth; Directed by Visitor Center; May use website to confirm activities</td>
<td>Easily locates orientation map/areas; May connect with employee or volunteer wearing &quot;Ask Me&quot; button</td>
<td>Explores the site—needs good wayfinding and a map</td>
<td>Invitation to return; Ensure they have information about the entire operation</td>
<td>Offer social media connections</td>
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<tr>
<td>THE INFORMAL EDUCATOR (Host for family, grandchildren, etc.)</td>
<td>Knows the Location; Leadership of the group; May use website to confirm activities</td>
<td>Has a purpose in mind, needs to know locations of today's activities, may use a walking route</td>
<td>Desires a themed self-guided tour route (examples: history, ecology, design)</td>
<td>Invitation to return based on future events related to today's interests</td>
<td>If a PT resident, encourage membership or making list</td>
</tr>
<tr>
<td>COME FOR THE COFFEE</td>
<td>A daily informal routine for self or with others, tends to be locals</td>
<td>Has a single purpose in mind—event if not focused on specific location (dog, children, coffee, walk)</td>
<td>May use the area on a regular basis but doesn't connect—train volunteers and staff to notice &quot;return&quot; visitors and greet</td>
<td>Encourage personal connection between staff/volunteers and this visitor—&quot;Have a good day, thanks for coming&quot;</td>
<td>Offer discounts or specials for being local, encourage connection on social media, add to the newsletter at a minimum</td>
</tr>
<tr>
<td>PT AS A BASE (Spending several nights in PT using as a base)</td>
<td>Stumbles upon NIMC or word of mouth; Directed by Visitor Center or lodging location; May use website to confirm</td>
<td>Easily locates orientation map/areas; May connect with employee or volunteer wearing &quot;Ask Me&quot; button</td>
<td>Return a second day once aware of the site; Interest in a short program</td>
<td>Invitation to return and tell others (informal referral—word of mouth)</td>
<td>Encourage posting in social media tourism-related sites—social media referral incentives</td>
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</tbody>
</table>
There is no General Public

Sample Customer Experience Matrix Map

<table>
<thead>
<tr>
<th>Customer Experience Steps</th>
<th>Profiles/Personas</th>
<th>Method to Find You</th>
<th>Entry Experience</th>
<th>Retail Experience</th>
<th>Departure</th>
<th>Engagement Opportunity</th>
<th>Follow-Through</th>
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Let’s Give it a Try – Your Own Site
Using the worksheet......
- Think of at least **ONE** different type of customer groups and their reason for the visit (**Personas**)
- What **Method** do they use to find you?
- What do they need upon **Entry**?
- What are they likely to do for their **Retail Experience**?
- What is their **Departure** experience like?
- How can you engage this customer group to develop a continuing relationship or get them to return? (**Engagement**)

Customer Experience Matrix Map

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<tbody>
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<td><strong>Gotta Get Away</strong></td>
<td>Biennial Couple getting away for a break</td>
<td>Internet search on their phone</td>
<td>Used Google maps but not quite accurate</td>
<td>Looking for a local handsart</td>
<td>Need a Hike</td>
<td>Social Media Feed</td>
<td>Capture emails for future messaging/newsletter</td>
</tr>
<tr>
<td><strong>Family Legacy Trip</strong></td>
<td>Parents + 2 Children</td>
<td>Tourist Guide</td>
<td>Not sure where to go</td>
<td>Looking for souvenirs and holiday gifts</td>
<td>Time to Move</td>
<td>Activity Sheet for Children</td>
<td>Newsletter</td>
</tr>
<tr>
<td><strong>Reliving Memories</strong></td>
<td>Senior Couple</td>
<td>Used a commercial guidebook</td>
<td>Overwhelmed by the crush</td>
<td>Found those salt and pepper shakers</td>
<td>Need directions to their lodging</td>
<td>Sales Staff Conversations Coupons for Later</td>
<td>Photo Opportunity – Memory Wall</td>
</tr>
</tbody>
</table>
Best Practices for CX Experience Mapping

- Define the issue. What are your goals? Why are you doing it?
- Craft a vision for success – what does success look like?
- Work in a group. Who should be on the team? What insights are needed?
- Observe – talk with customers, collect/use existing data
- Think of touchpoints – how/where does the visitor connect?
- Are there any pain points?
- Make your results visual
- Be honest – what is the real customer experience?
- Use the map – share with others, check assumptions

ask provocative questions
Alternatives to CX Experience Mapping

**WHAT** – Respect what customers have told you: comments!

**HOW** – Text mining, voice mining
- Surveys, user groups, advisory boards, social media
- Sales logs, phone calls, vendor observations
- Front-line employees’ observations
- Secret shopper reports

**THEN** – Identify expectations and jobs-to-be-done
- Develop customer personas
- Identify pain points
- Design experiences (higher revenue?)

Questions, Comments, Discussion
Resources – Flipboard

https://flipboard.com/@interpman/mapping-the-visitor-experience-57padgnly