

# Customer Journey Mapping: Implementing CX Strategies



## INTRODUCTION

As we compete in the global market of information providers, libraries can advance by better understanding how companies conduct business and provide services.

Customer Experience (CX) is a globally recognized service model that provides insight into how customers perceive their own interactions and transactions with your company.

A primary outcome of CX is for all employees to connect to the customers through meaningful interactions and to embrace a "customer first" philosophy.

Implementing CX Strategies in the library environment create library sustainability and builds customer loyalty.

## CUSTOMER JOURNEY ROADMAP

### 1. Touchpoints

- Where the customer intersects your services points
- Single point or a one-time visit
- Continuous points for a defined time period
- Continuous points throughout the customer's lifetime

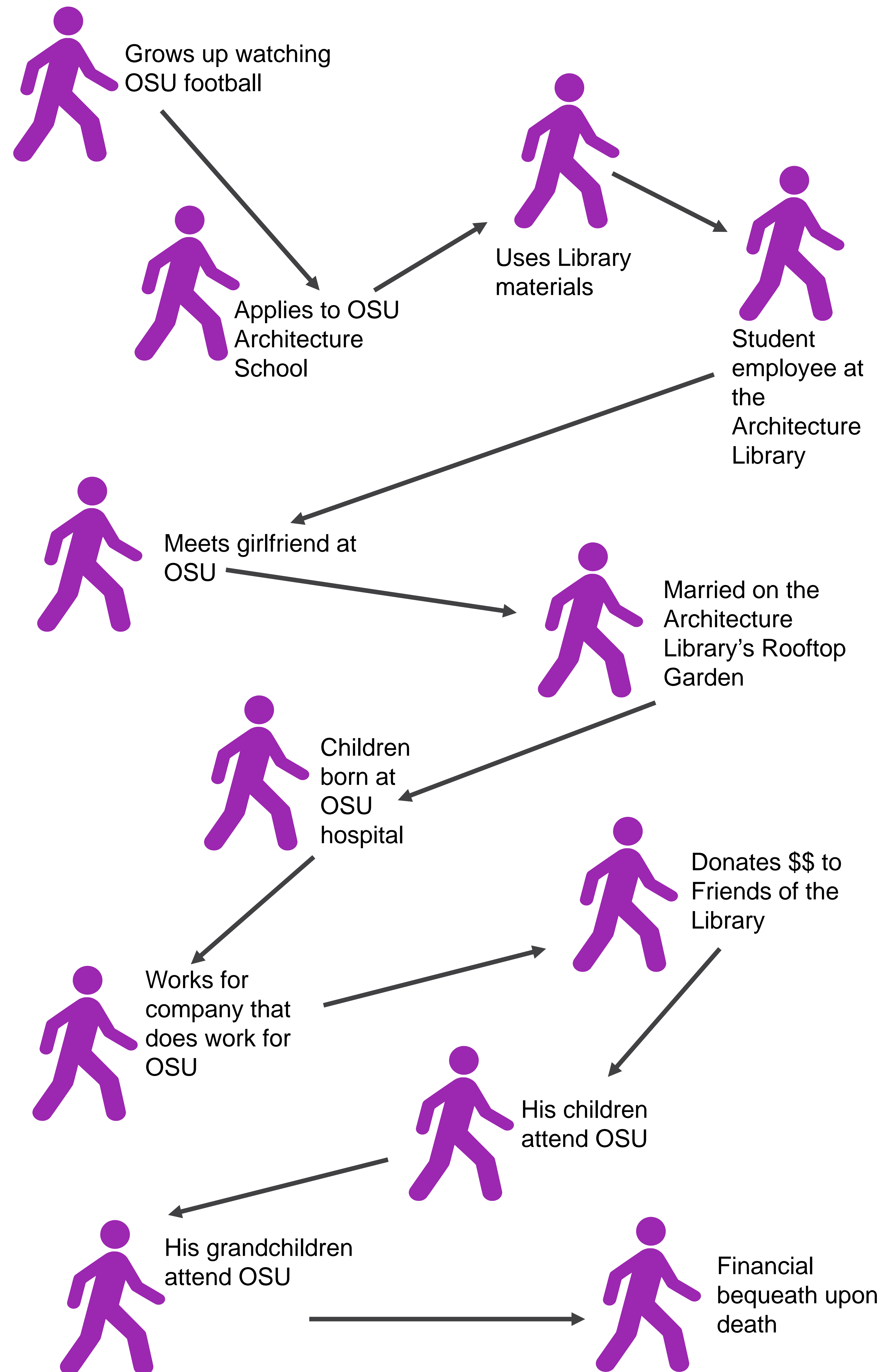
### 2. Linear or bursts

- Intersections of service that follow a path or process
- Random intersections anywhere on the path or process
- Repeated at only one intersection
- Experience from start to finish

### 3. Capturing Experiences

- User data (aggregate, anonymous)
- Unsolicited customer feedback
- Feedback through third party
- Structured feedback (focus groups)

## Ohio State Library Journey



## CUSTOMERS

"You can design and create and build the most wonderful place on earth. But it takes people to make the dream a reality"

Walt Disney

Libraries are in the customer business. Terminology can impede moving to CX because many libraries refer to the public who uses their services as patrons, users, members, constituents, stakeholders, etc.

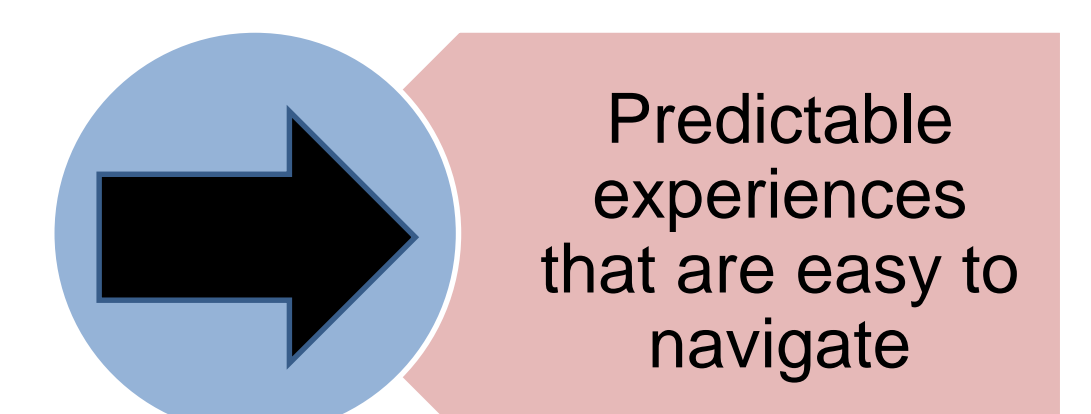
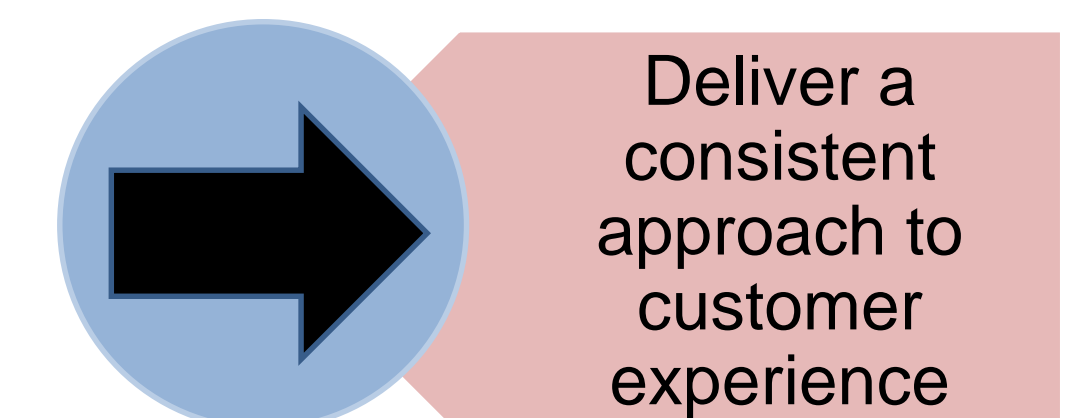
Using consistent language can facilitate moving to CX helps staff understand how to interact with the customer and each other

## CONCLUSIONS

All types of libraries can benefit by adopting CX into their service models. While U.S. libraries are often reluctant to embrace corporate best practices, some public libraries are early adopters who have successfully implemented CX strategies.

At the other end of the spectrum are academic libraries who deeply engage with their faculty and students do not recognize their users as customers and they may be missing opportunities to cultivate donors and build networks of supporters.

## IMPLEMENTATION BEST PRACTICES



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"I hate to break this news to you, but your customers most often interact with your organization because they have to, not because they want to. And when they do connect with you, it's part of a larger journey that they're on to achieve something more important than the interaction with you."

Bruce Temkin, co-founder of the Customer Experience Professionals Association



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