CUSTOMER EXPERIENCE MANAGEMENT PROCESS | CEMMethod™ Fundamentals

Process Triage™ Workflow Map

Created: 8/1/09 Last modified: 8/4/2010

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SUCCESSFUL CUSTOMER OUTCOMES (SCO) DEFINITION

PROCESS TRIGGER: Target Process / Service Selected

10 IDENTIFY TARGET CUSTOMER → Target Customer Identified

20 DEFINE CUSTOMER CURRENT EXPECTATION → Current Customer Expectation Defined

30 DEFINE CURRENT CUSTOMER PROCESS → Current Customer Process Defined

40 IDENTIFY INTERNAL IMPACTS TO CUSTOMER → Internal Customer Impacts Identified

50 IDENTIFY CUSTOMER NEEDS → Customer Needs Identified

60 ASSESS SUCCESSFUL CUSTOMER OUTCOME COMPLETENESS → SCO Completeness Assessed

50 (If revisions or additions)

40 (If revisions or additions)

30 (If revisions or additions)

20 (If revisions or additions)

10 (If revisions or additions)

70 DRAFT SUCCESSFUL CUSTOMER OUTCOME DEFINITION (if "complete enough") → SCO Definition Drafted

COMPLETED: SCO:

- Target product, service or interaction
- The SCO (5 dimensions)
- What we will DO (our brand's promise)?
- How will we measure success?

See BPGroup's SCO Toolkit.

PROCESS DIAGNOSIS

110 SELECT TARGET AREA → Select Target Area

120 LIST PROCESS ACTIVITIES → Process Activities Listed

130 IDENTIFY MOMENTS OF TRUTH → Moments of Truth Identified

140 IDENTIFY BREAK POINTS (If existing process) → Break Points Identified

150 IDENTIFY BUSINESS RULES → Business Rules Identified

160 ASSESS PROCESS DIAGNOSIS COMPLETENESS → Diagnosis Completeness Assessed

170 CALCULATE POINTS OF FAILURE FACTOR (PoF(f)) (If diagnosis work is sufficient) → PoF(f) Calculated

140 (If revisions or additions)

150 (If revisions or additions)

130 (If revisions or additions)

120 (If revisions or additions)

Customer Expectation Management
Moments of Truth
Customer Expectation Management
Customer Expectation Management
Customer Expectation Management