

# CUSTOMER JOURNEY MAPPING

using the Rail Europe Experience Map as an example

## GUIDING PRINCIPLES

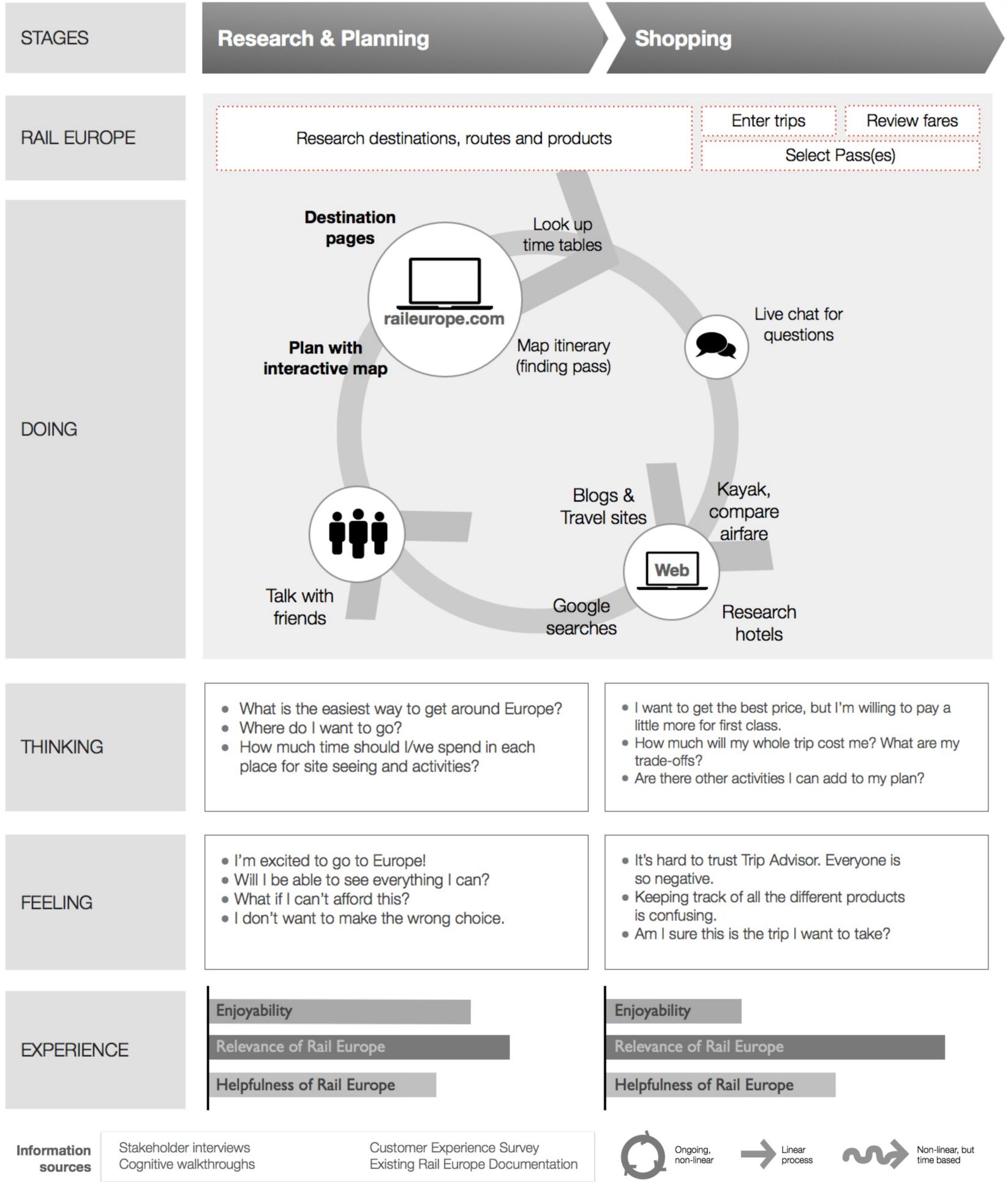
People choose rail travel because it is convenient, easy, and flexible.

Rail booking is only one part of people's larger travel process.

People build their travel plans over time.

People value service that is respectful, effective and personal.

## CUSTOMER JOURNEY (1/3)



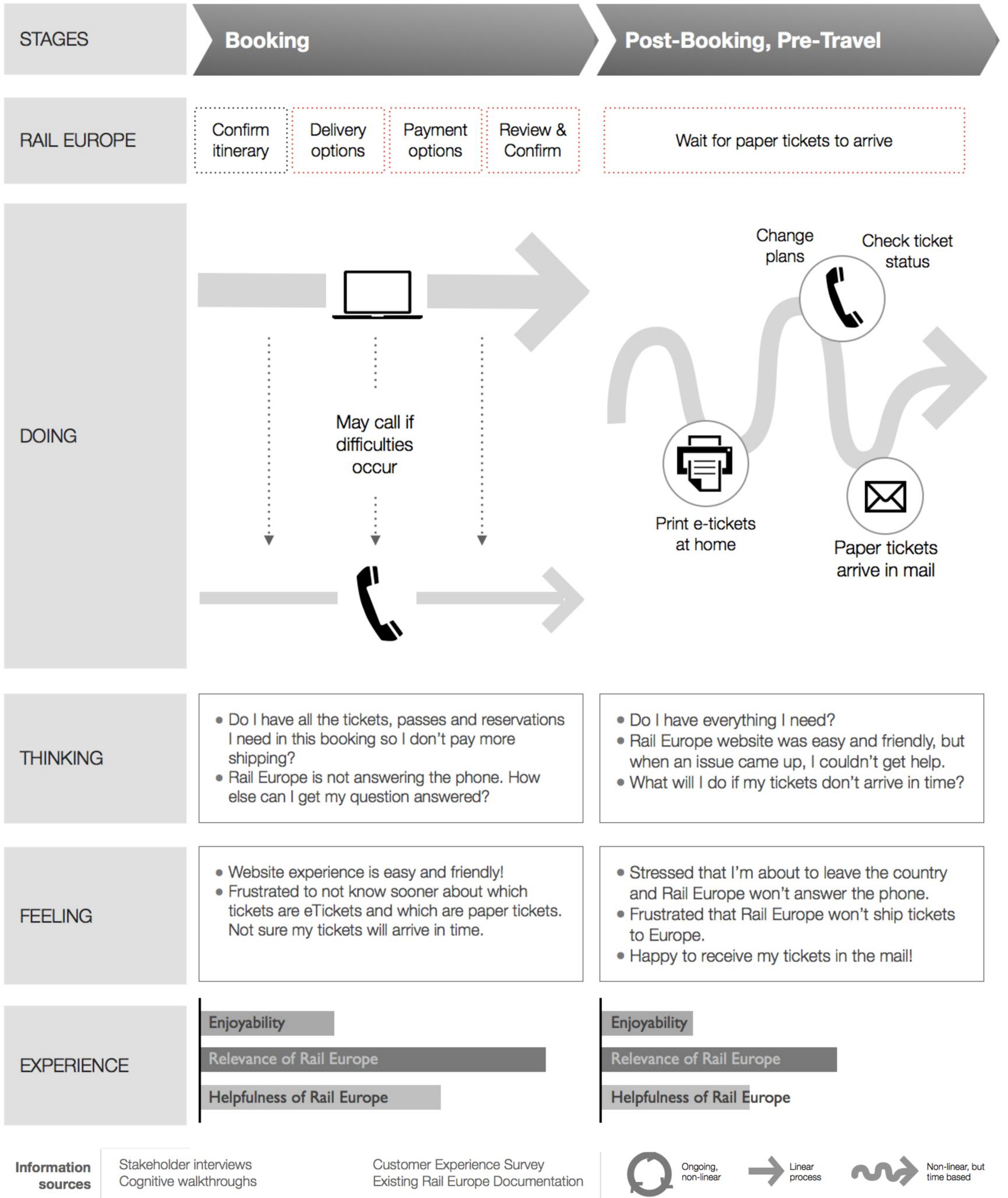
## OPPORTUNITIES AT THIS STAGE

|   |  |   |
|---|--|---|
| <p><b>Communicate a clear value proposition.</b></p> <p>STAGE: Initial visit</p>                            | <p><b>Help people get the help they need.</b></p> <p>STAGES: Global</p>                      | <p><b>Support people in creating their own solutions.</b></p> <p>STAGES: Global</p>                 |
| <p><b>Make your customers into better, more savvy travelers.</b></p> <p>STAGES: Global</p>                  | <p><b>Engage in social media with explicit purposes.</b></p> <p>STAGES: Global</p>           | <p><b>Enable people to plan over time.</b></p> <p>STAGES: Planning, Shopping</p>                    |
| <p><b>Connect planning, shopping and booking on the web.</b></p> <p>STAGES: Planning, Shopping, Booking</p> | <p><b>Visualize the trip for planning and booking.</b></p> <p>STAGES: Planning, Shopping</p> | <p><b>Arm customers with information for making decisions.</b></p> <p>STAGES: Shopping, Booking</p> |

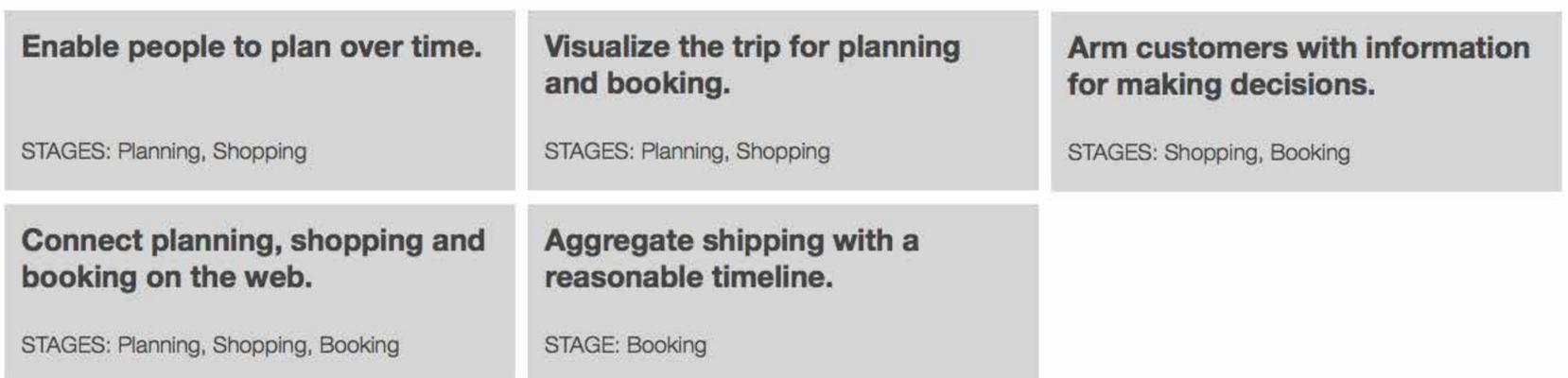
# CUSTOMER JOURNEY MAPPING (2/3)

using the Rail Europe Experience Map as an example

## CUSTOMER JOURNEY (2/3)



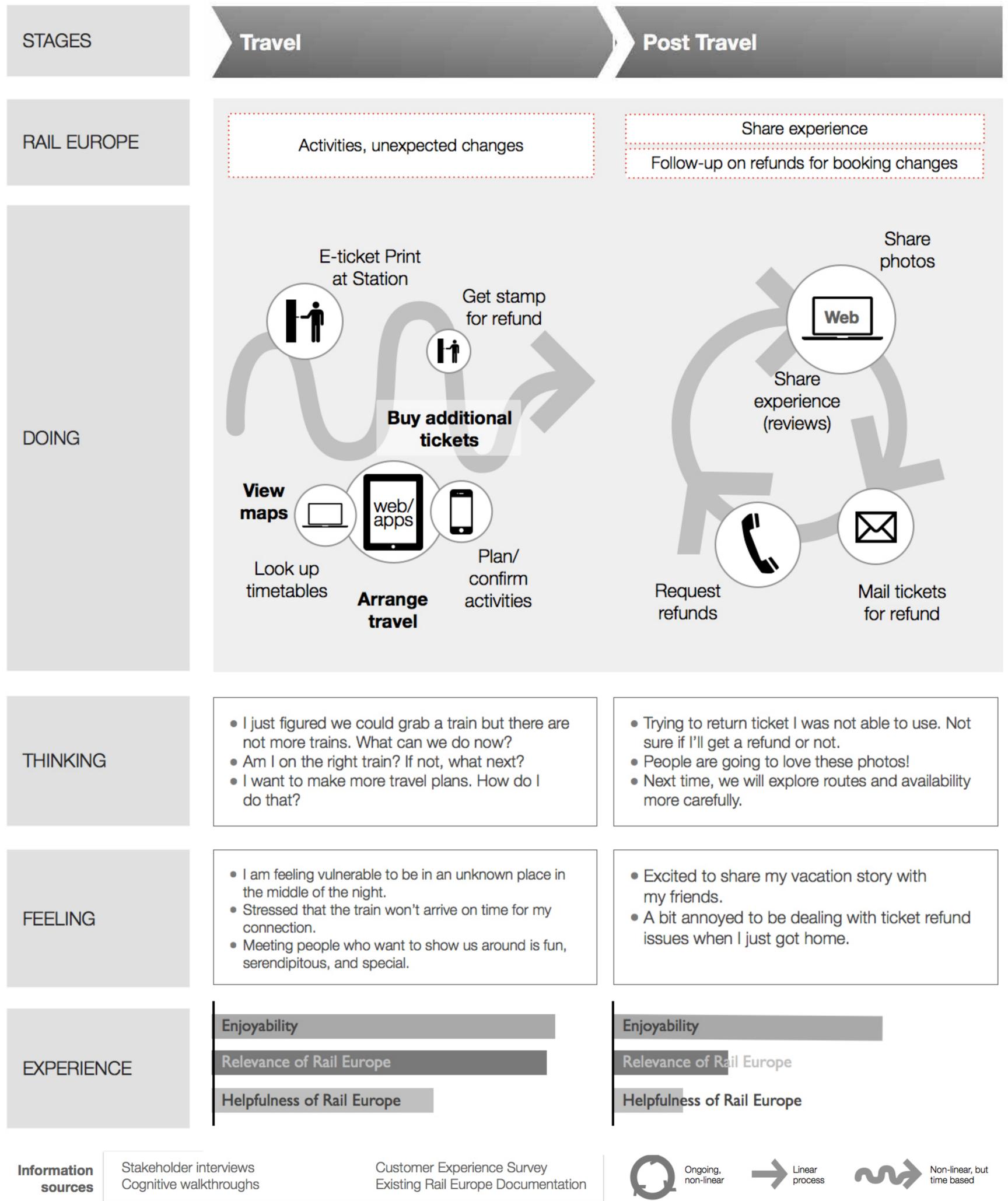
## OPPORTUNITIES AT THIS STAGE



# CUSTOMER JOURNEY MAPPING (3/3)

using the Rail Europe Experience Map as an example

## CUSTOMER JOURNEY (3/3)



## OPPORTUNITIES AT THIS STAGE

**Improve the paper ticket experience.**

STAGES: Post-Booking, Travel, Post-Travel

**Accommodate planning and booking in Europe too.**

STAGE: Traveling

**Communicate status clearly at all times.**

STAGES: Post-Booking, Post-Travel

**Proactively help people deal with change.**

STAGES: Post-Booking, Traveling