



Case Study

Customer Journey Mapping

Identifying the “moments of truths” within the construction tool buyer journey

The Challenge

A multinational developer and manufacturer of products for the construction, building maintenance, energy and manufacturing industries commissioned us to carry out a detailed customer experience assessment, comprising the mapping of their customer journey for their construction asset management system.

The core objectives were twofold:



To carry out research to validate the customer journey whilst identifying key "moments of truth", opportunities to add value and build customer loyalty and engagement.



To understand how the research can help shape an ongoing customer feedback programme.

The Solution

We ran this as a qualitative project on the basis that we wanted to understand and explore the customer journey in detail and because the product was a relatively new system with a limited pool of customers trialling and using it. We started with an upfront customer journey mapping workshop which focused on several mini journeys (key touchpoints) which the client had pre-identified as potential pain points worth exploring further. We then carried out internal interviews to further validate the journey identified at the workshop and then used this feedback to design our discussion guide for depth interviews with strategic customers of the system in two key markets. The interviews were used to validate the journey and to also gather feedback on all stages, to identify improvement areas for the client and to develop the system and services around this.

The Insight

A final workshop session was used to share the findings and list a series of actions for each of the customer touchpoints explored. The actions were centred on system and process improvements, customer education gaps that needed addressing and messaging. The final workshop session was also used to introduce the client to different approaches they could consider for an on-going programme of customer satisfaction tracking research.