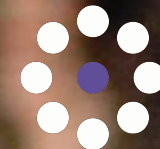


**DATA &
ANALYTICS
CONGRES
2024**

DATA &
INSIGHTS
NETWORK



The power of mapping

Leveraging insights to create value

Ezra Soerrioroseno

A quick introduction

Ezra Soerioreseno

- 30 years old
- Education in psychology
- Customer Experience Specialist





Digital Power

Your data partner

- From data to action
- Amsterdam & Den Bosch
- 130+ data experts
- Expertise in your industry



Goals of this presentation

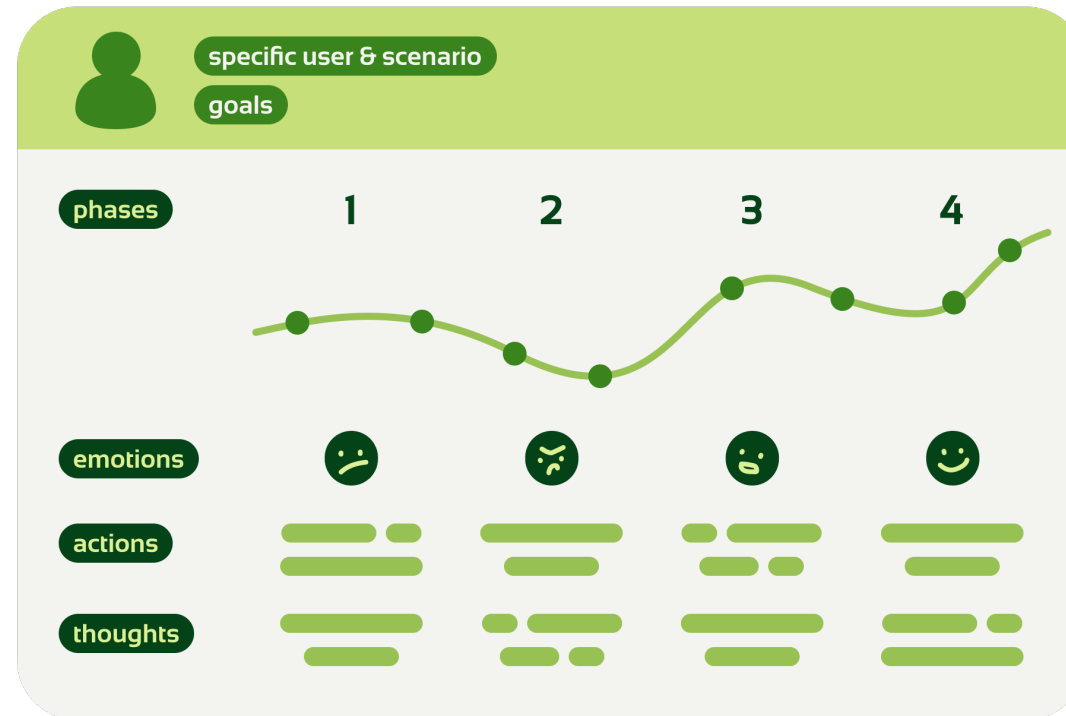
1. What is mapping?
2. Why should you map your journeys?
3. How do you map a journey?
4. How do you maximize impact?

1. What is mapping?



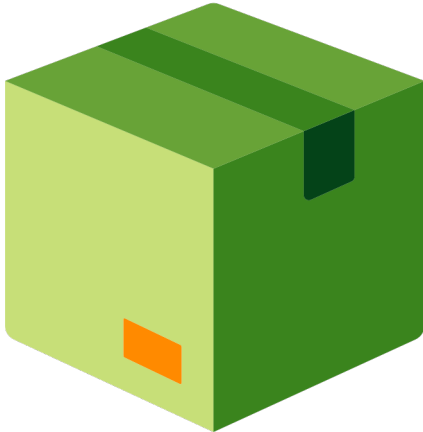
Process of visualising a journey

And the steps, interactions, and touchpoints within them



Often of buying, using, and cancelling a product/service

But it can be any experience!



From a certain perspective

Like customer, user, employee etc.



That is specific

Like new customers from the Netherlands that visit on mobile



2. Why should you map your journeys?



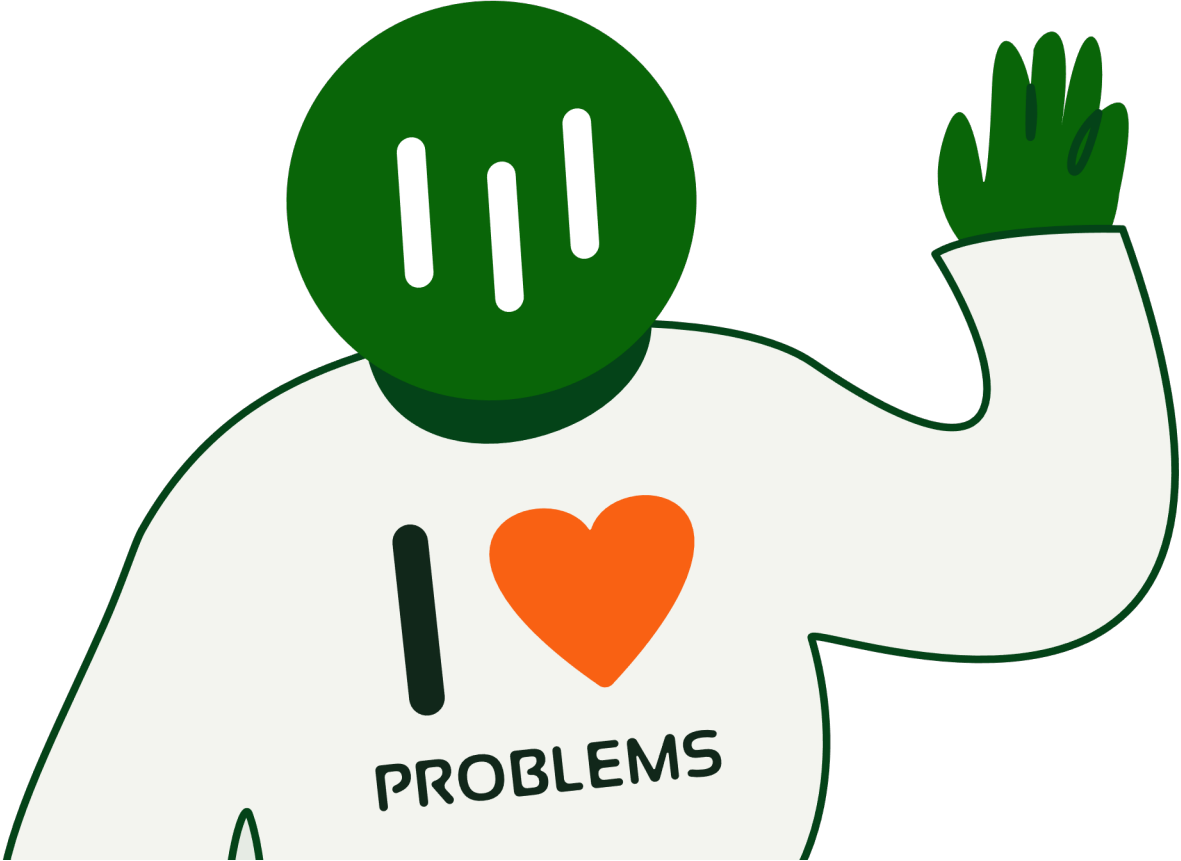
Reason 1. Mapping lets you better understand your customer



Stakeholders

Users

Understand them by falling in love with the problem



”

If I had an hour to solve a problem, I'd spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.

- Albert Einstein

“



”

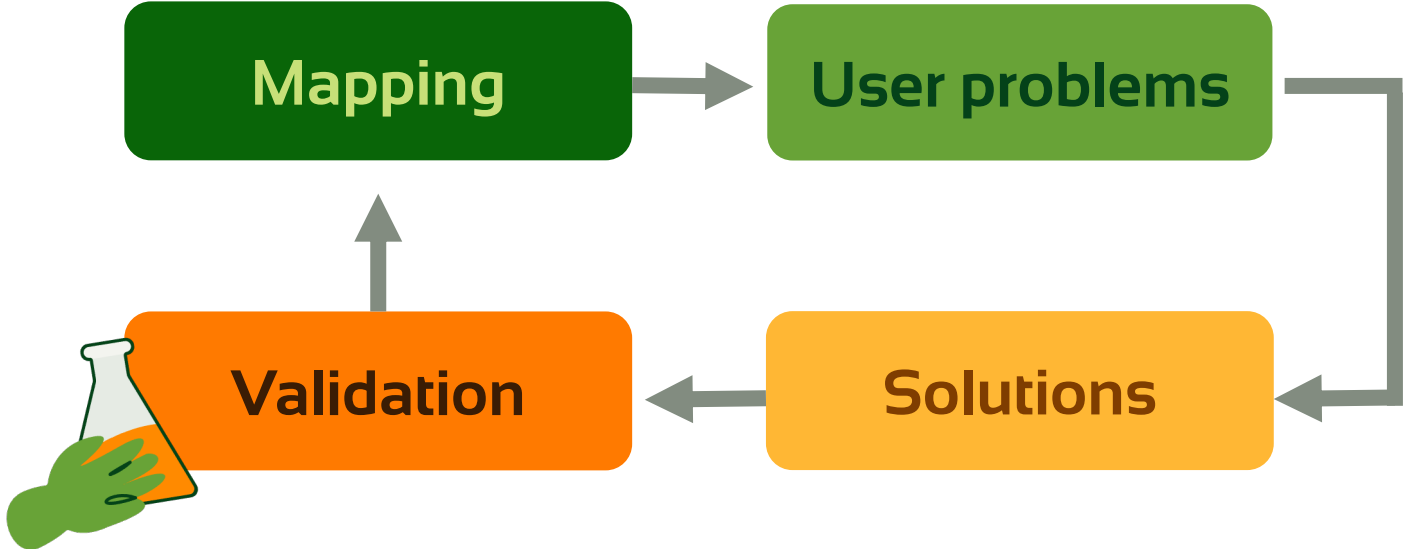
Integrating qualitative research into our experimentation program brought the win-rate of experiments from 22% to 43%

- Paula Sappington –
Director of Experience Design @ Hilton

“

 DIGITAL
POWER

Reason 2. Mapping facilitates problem-based solutions



Reason 3. Mapping facilitates collaboration between teams



Often, teams are built on individual parts of the journey

Journey #1
Checking in



Journey #2
Cleaning service



Journey #3
Breakfast service



Often, teams are built on individual parts of the journey



1. Organisation

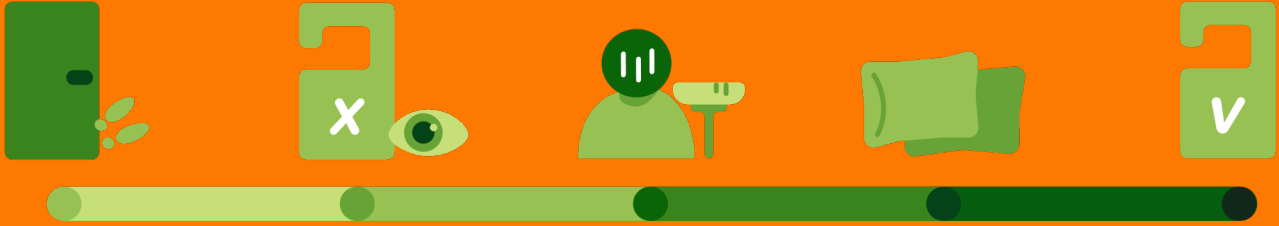
Often, teams are built on individual parts of the journey

Journey #1
Checking in



2. Journey

Journey #2
Cleaning service



Journey #3
Breakfast service



Often, teams are built on individual parts of the journey

Journey #1
Checking in



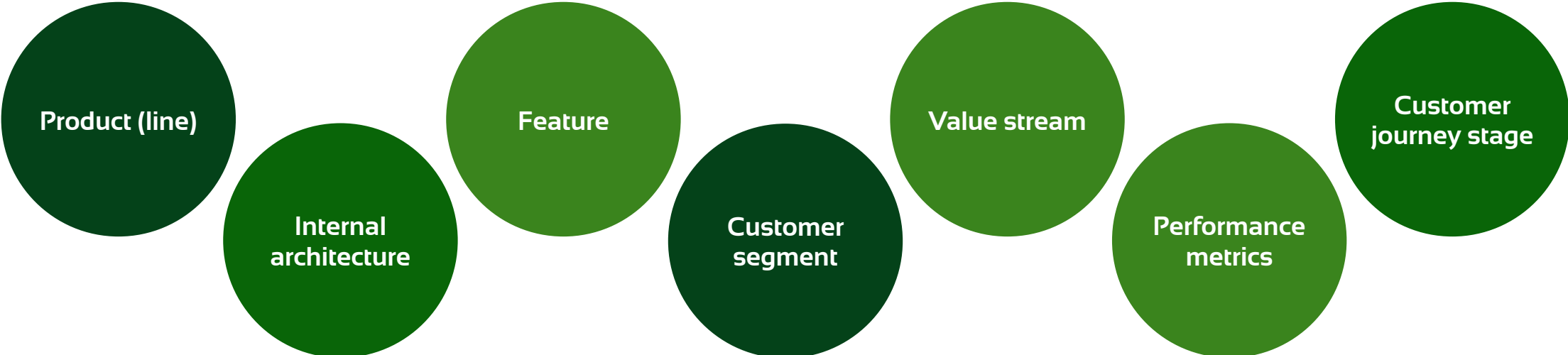
Journey #2
Cleaning service



Journey #3
Breakfast service



Or built on different team structures

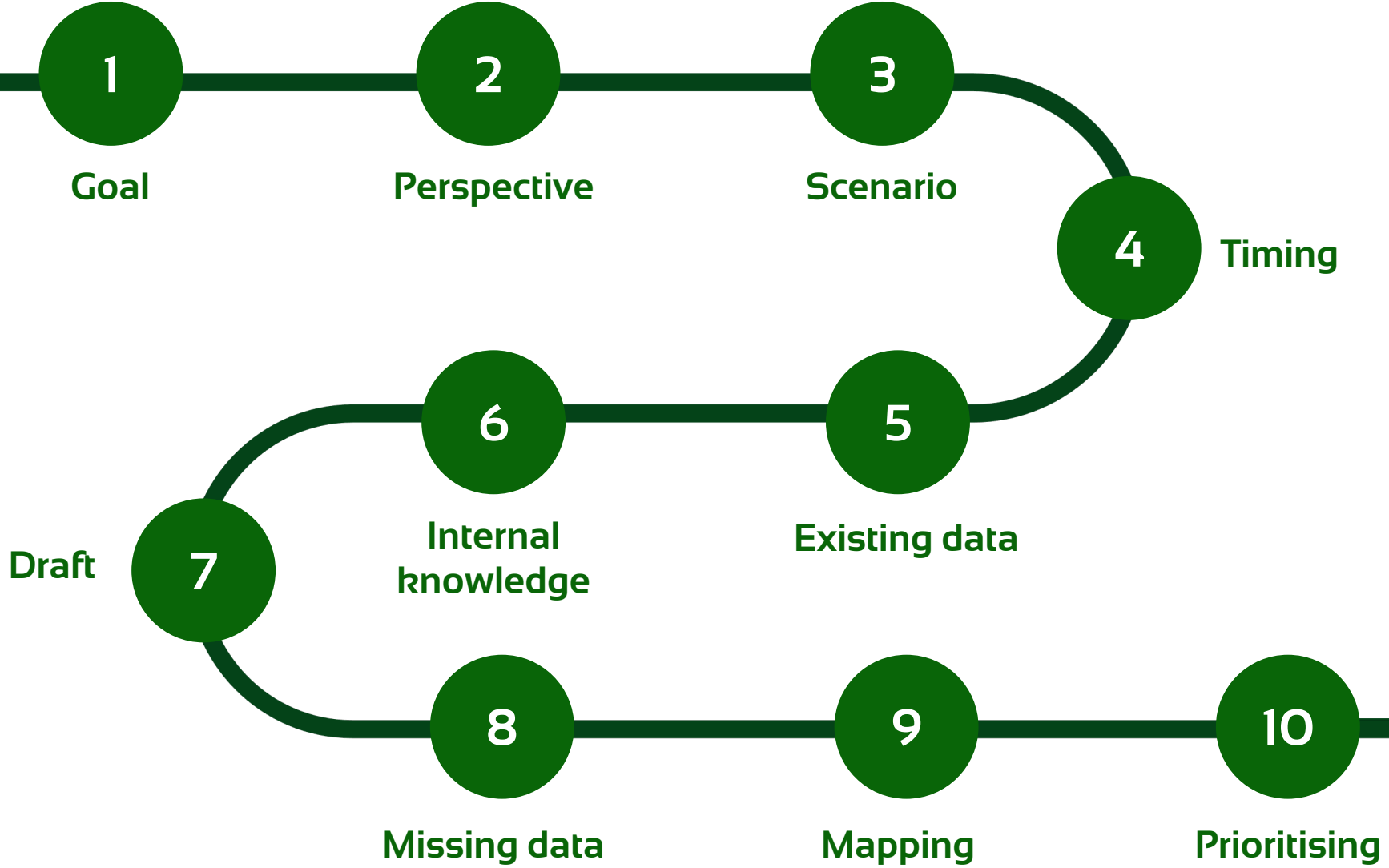


Mapping creates one overview



3. How do you map a journey?



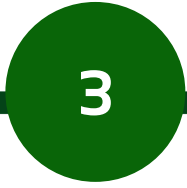




Goal



Perspective



Scenario



Timing



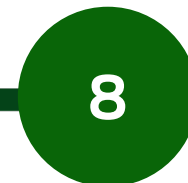
Existing data



Internal knowledge



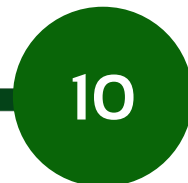
Draft



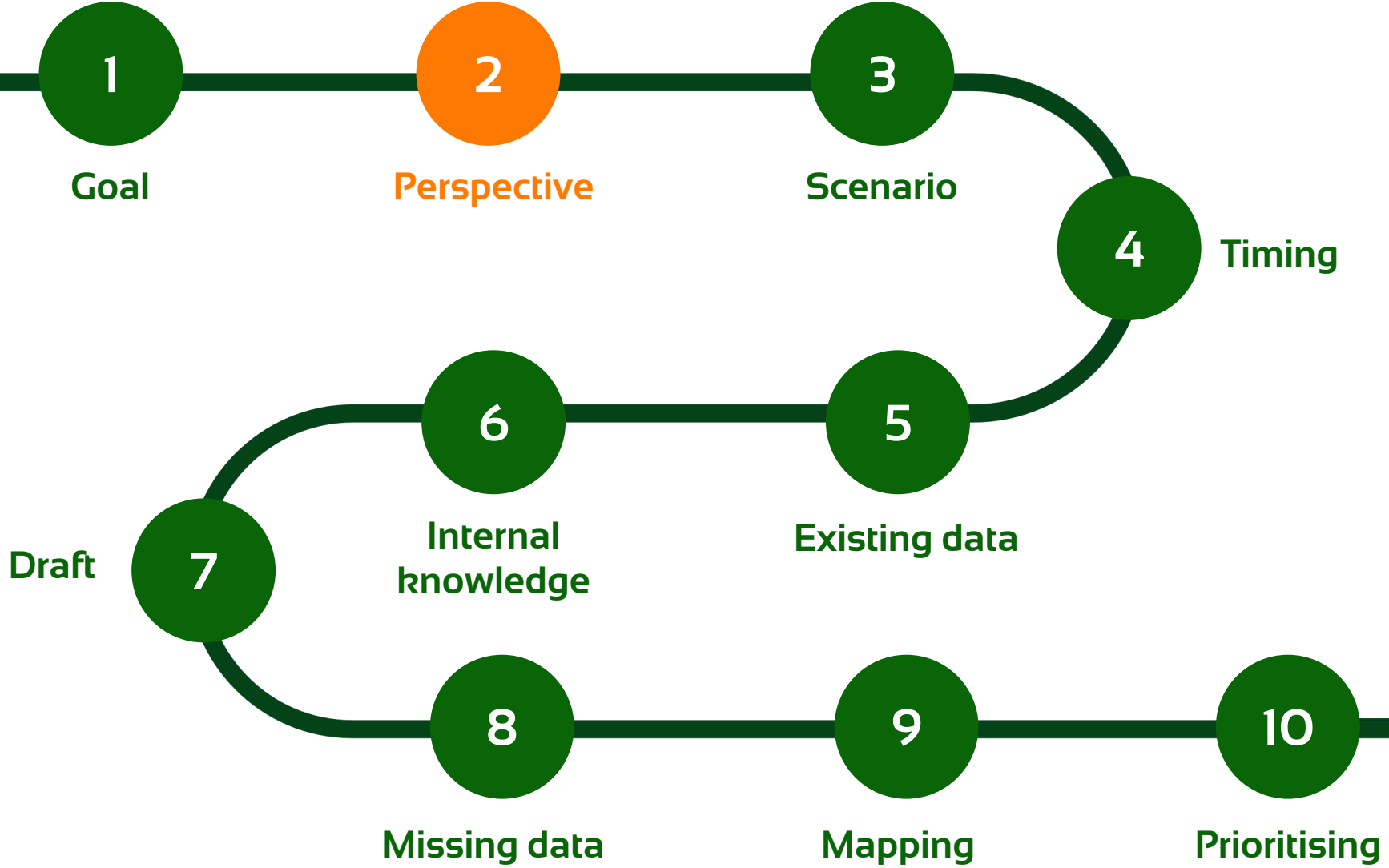
Missing data

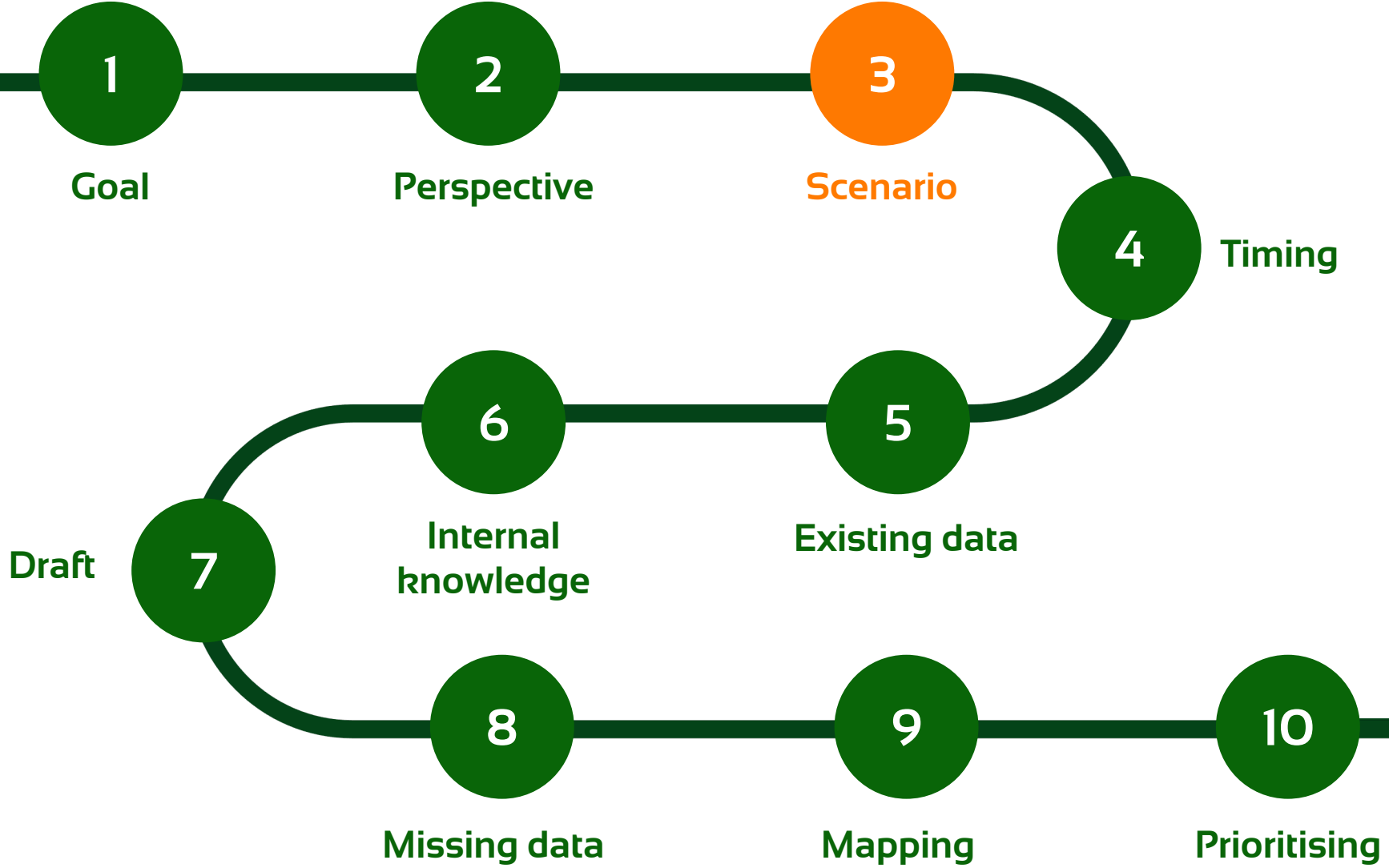


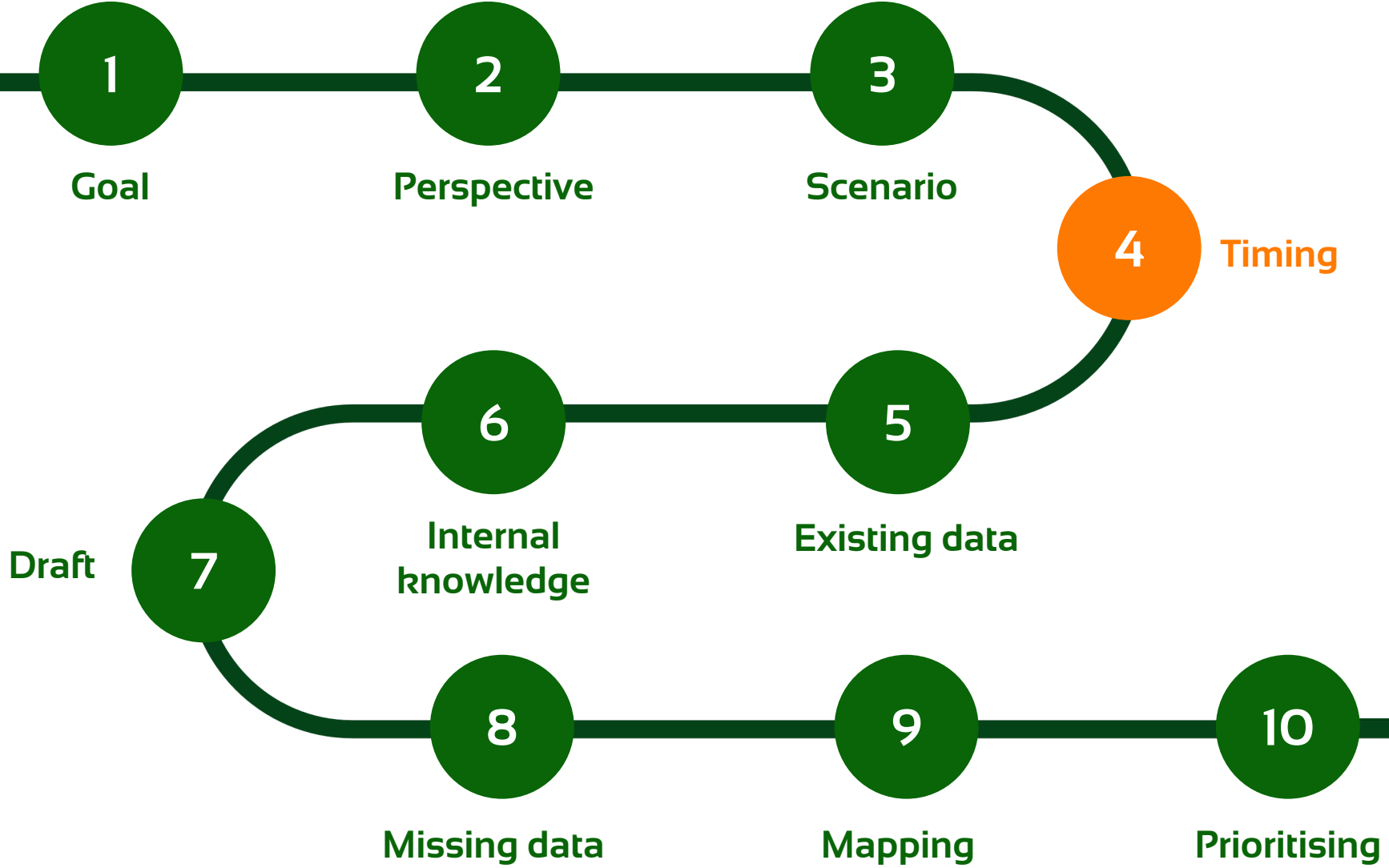
Mapping

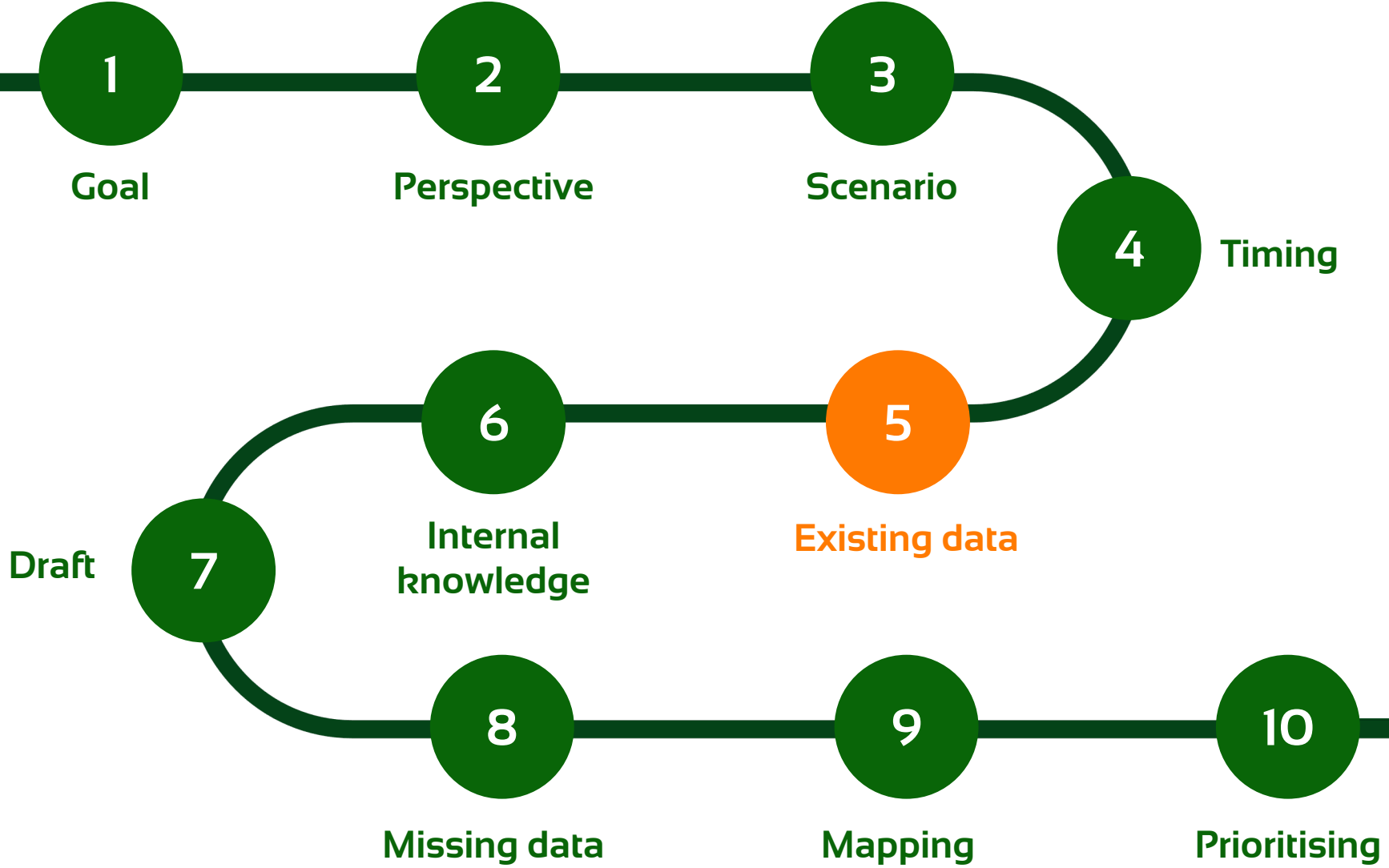


Prioritising

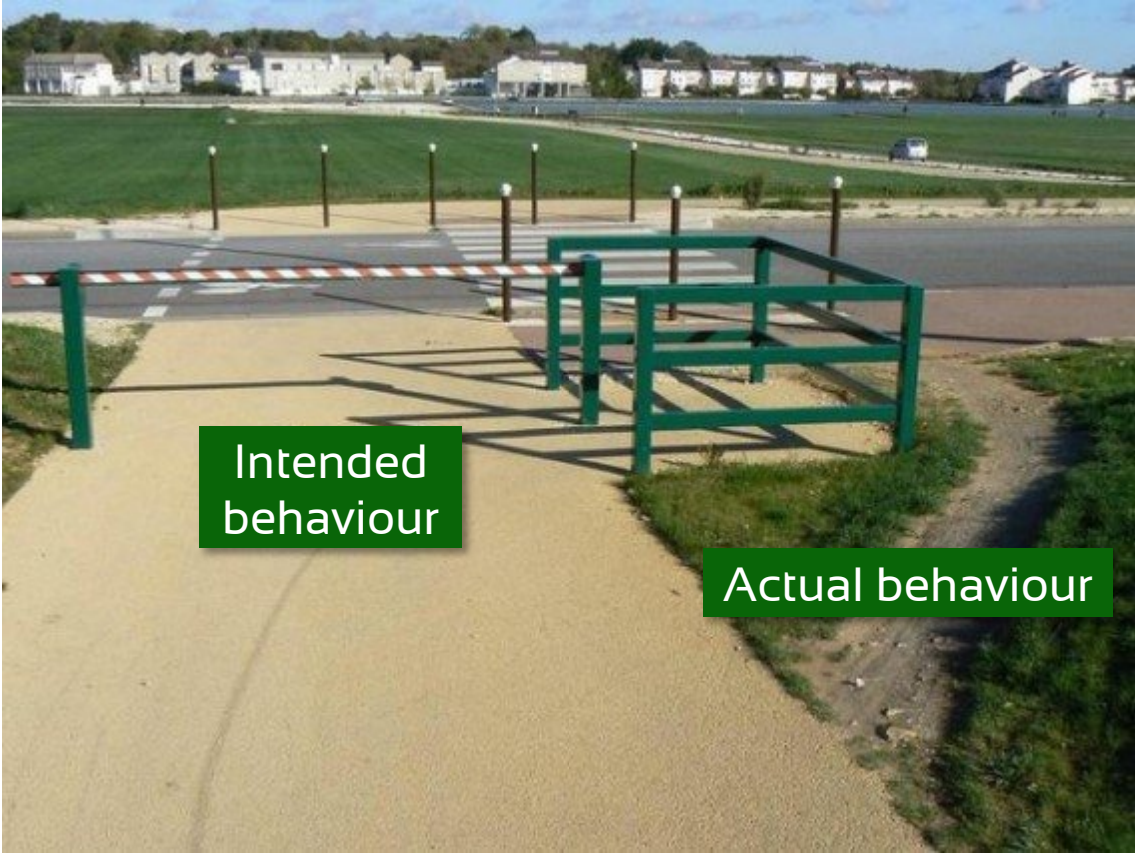








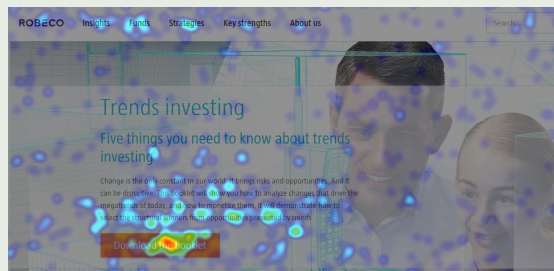
Create your mapping based on data



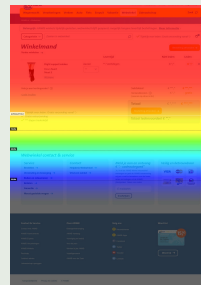
Analyse both quantitative and qualitative data

Quantitative

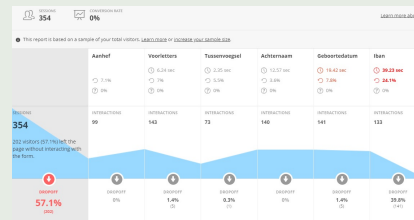
Heatmap



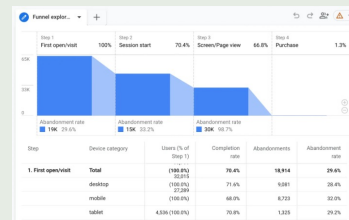
Scroll maps



Form analysis

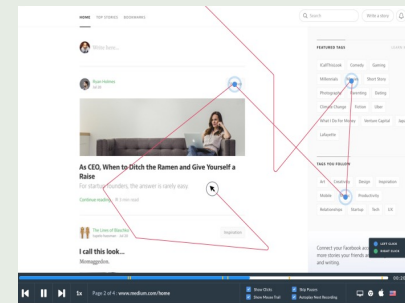


Funnel report

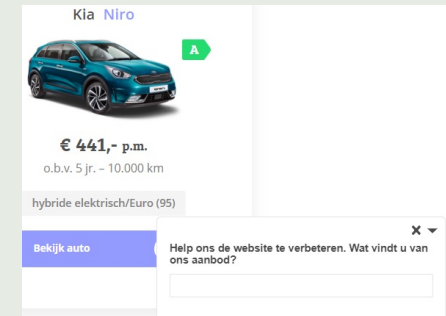


Qualitative

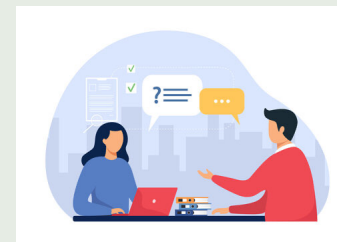
Recordings



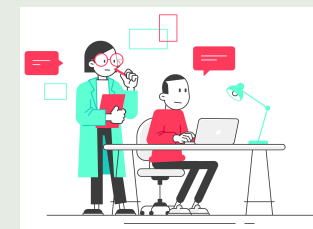
Survey



Interviews



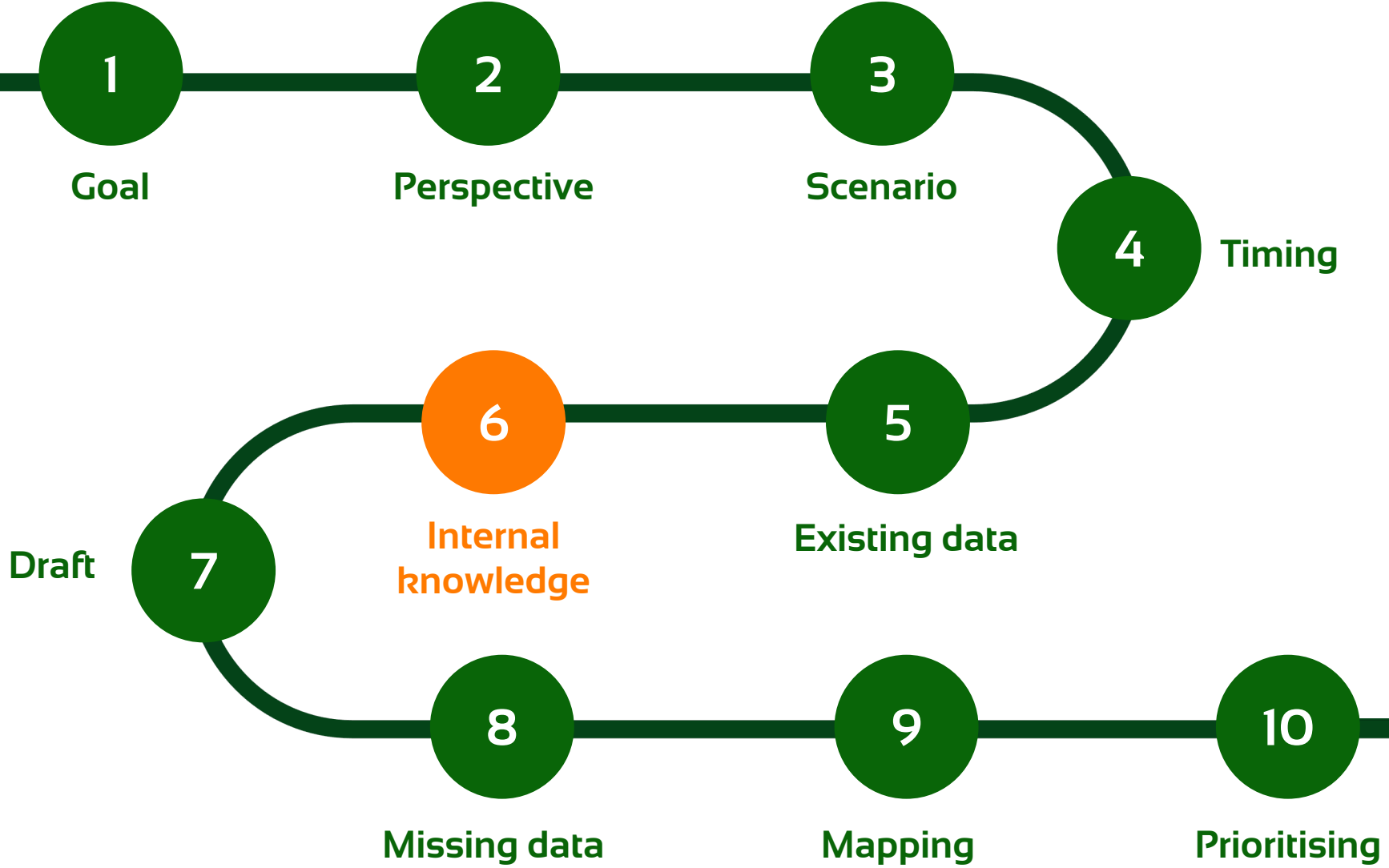
Usability tests



Beware of your data quality

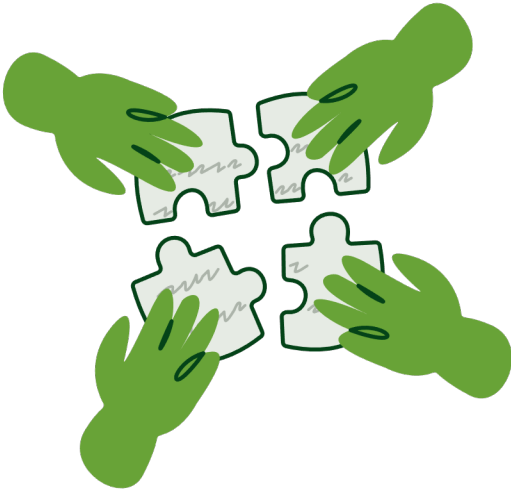
What goes in, also comes out

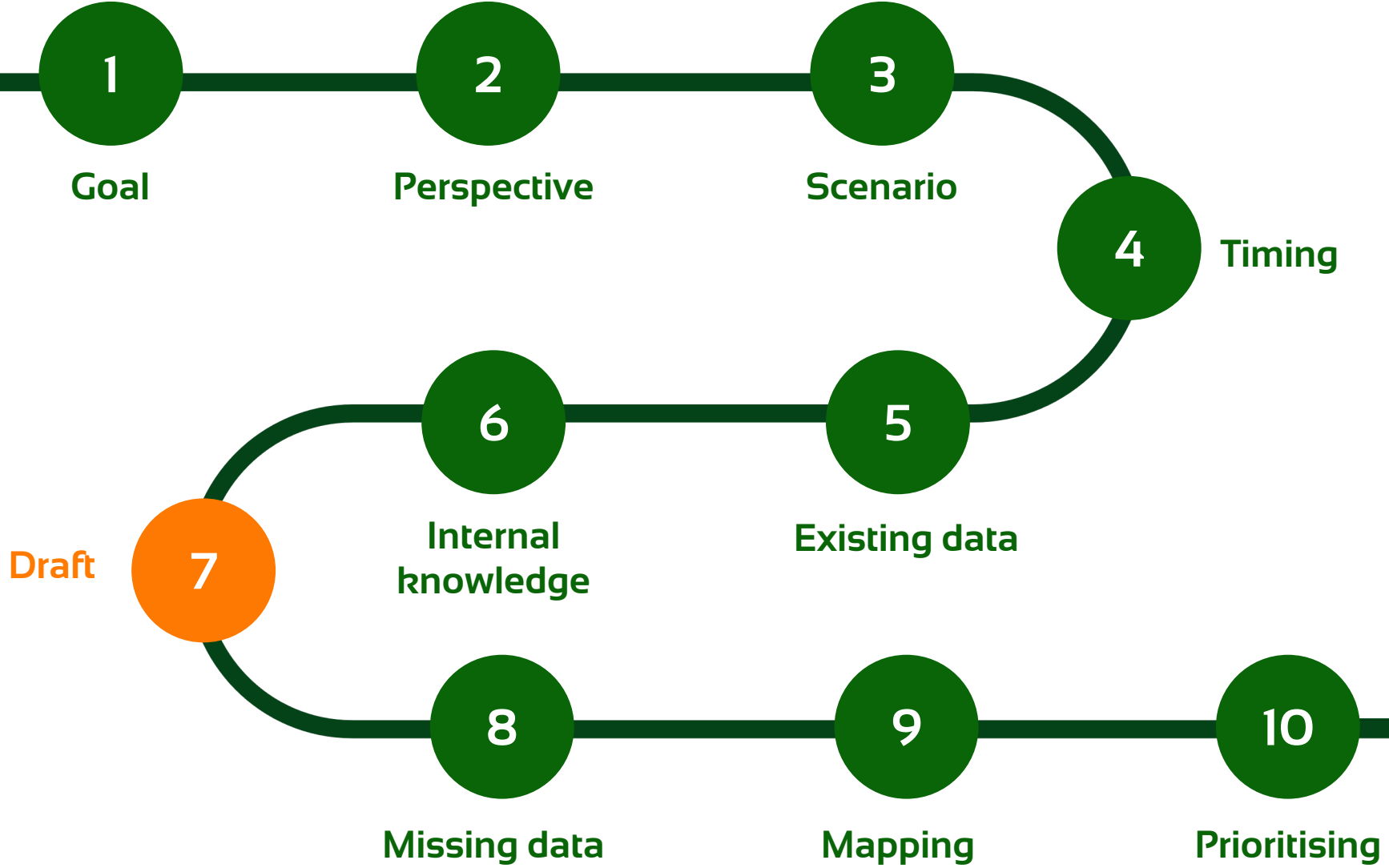




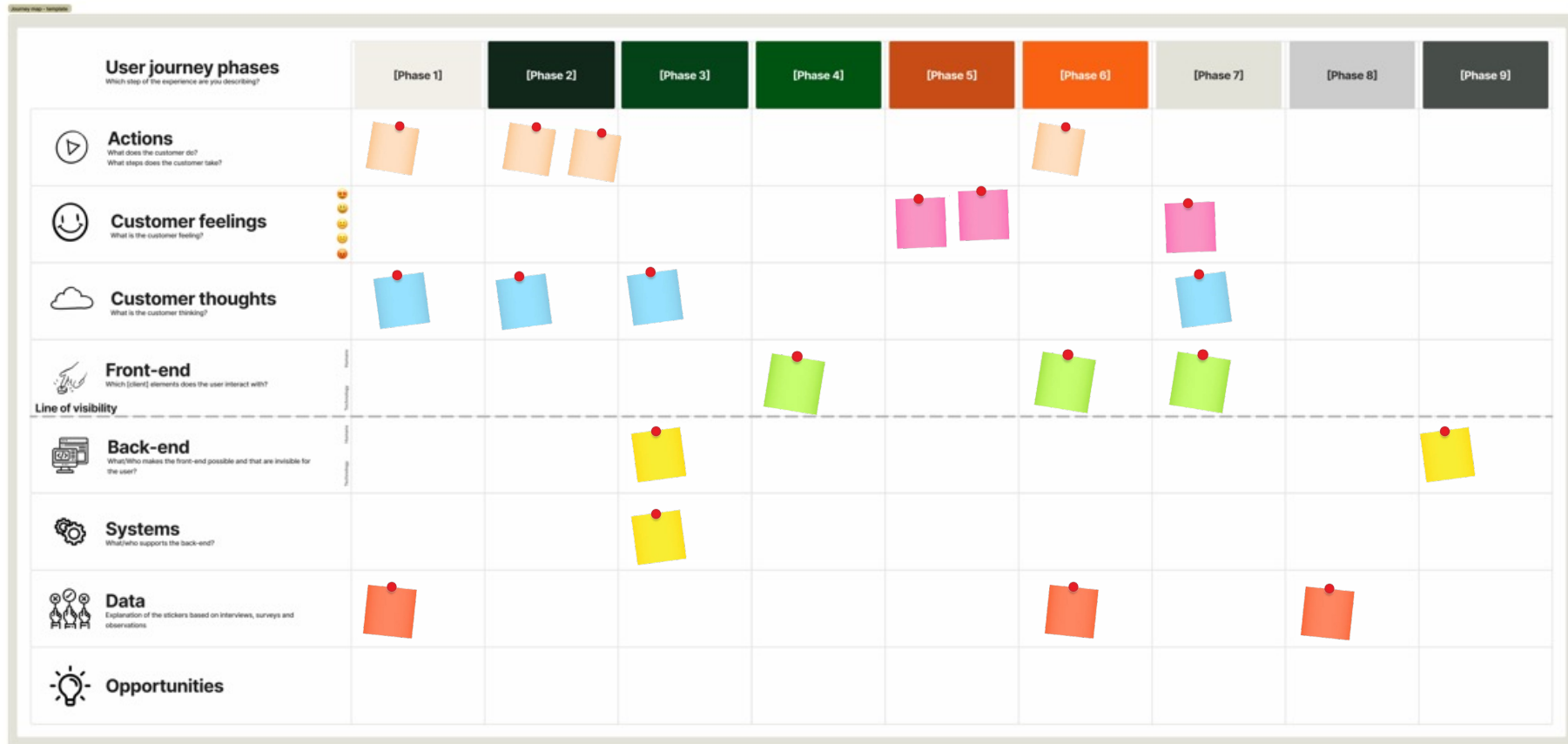
Enrich existing data with 'latent' knowledge

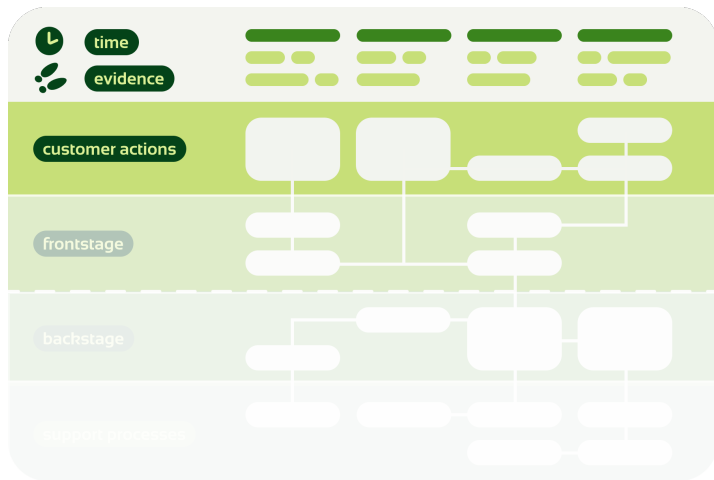
Analyse company documentation and talk to your colleagues!



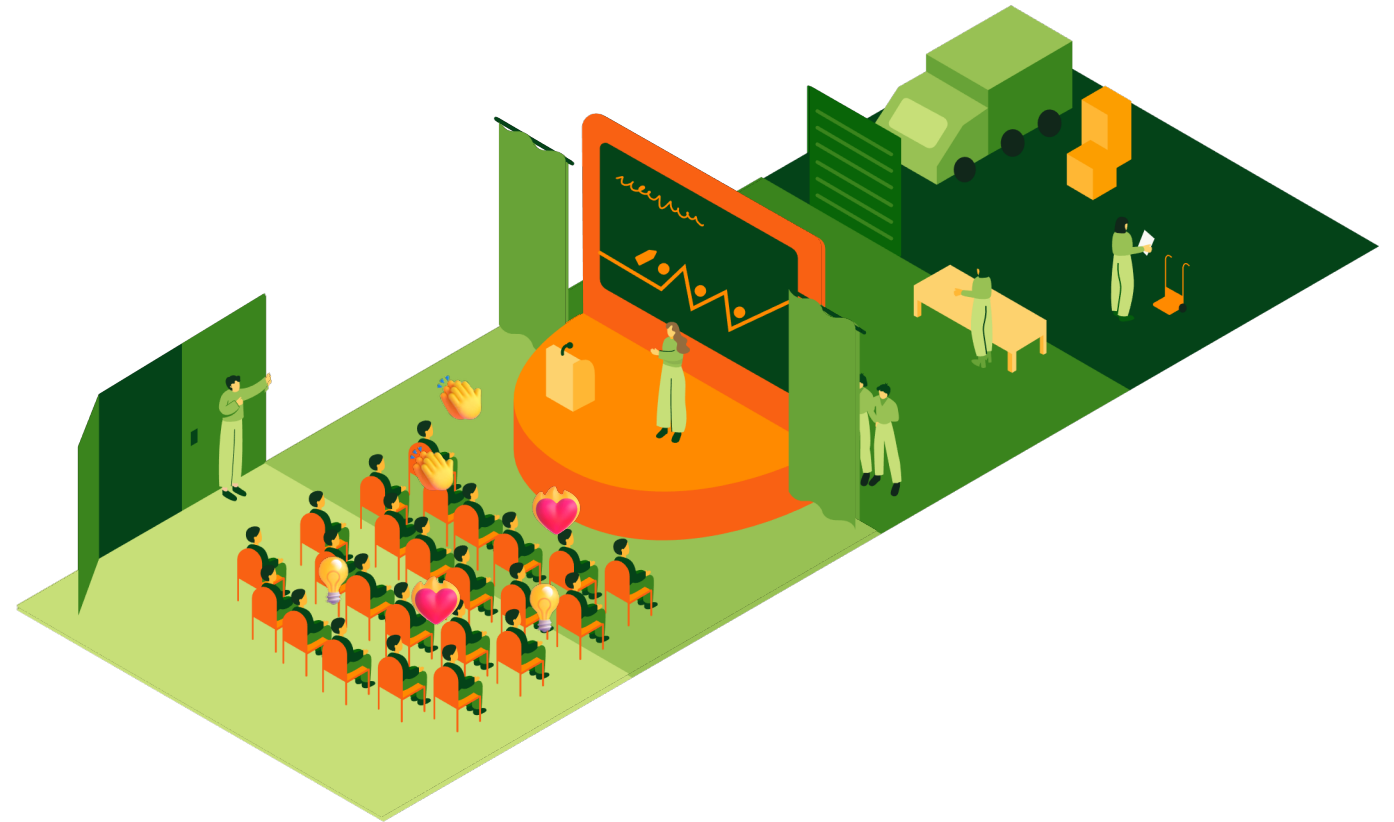


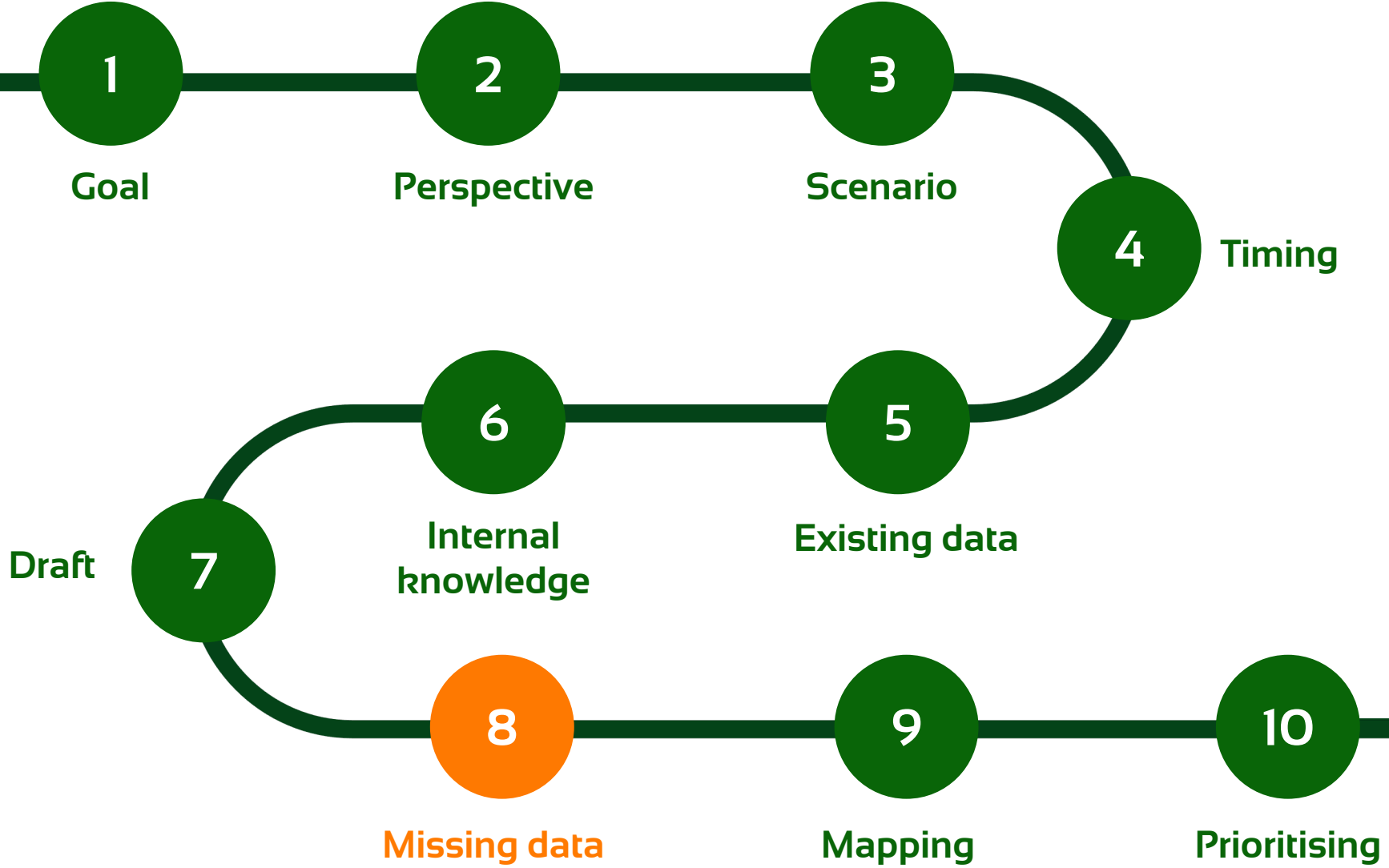
Plot your data in a map



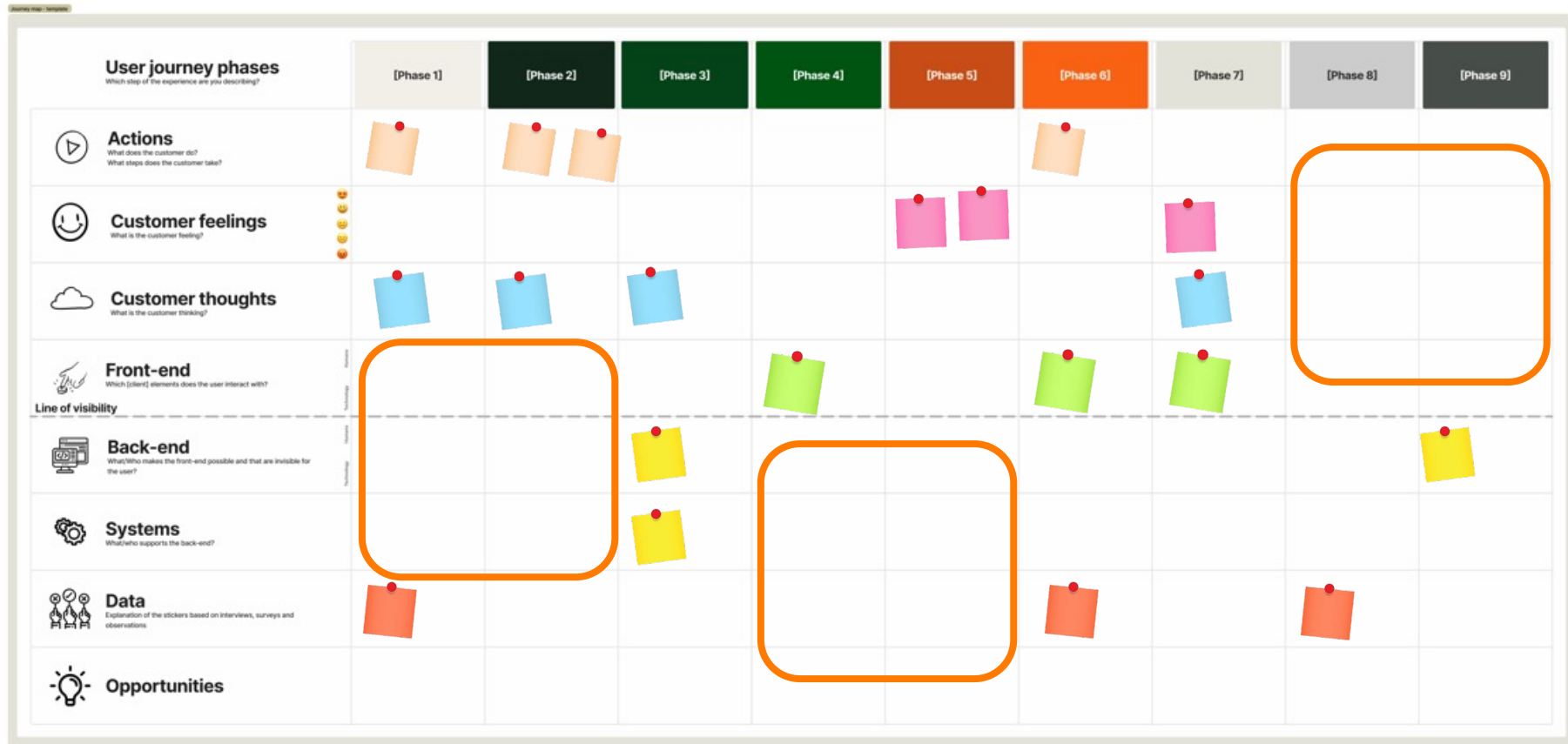


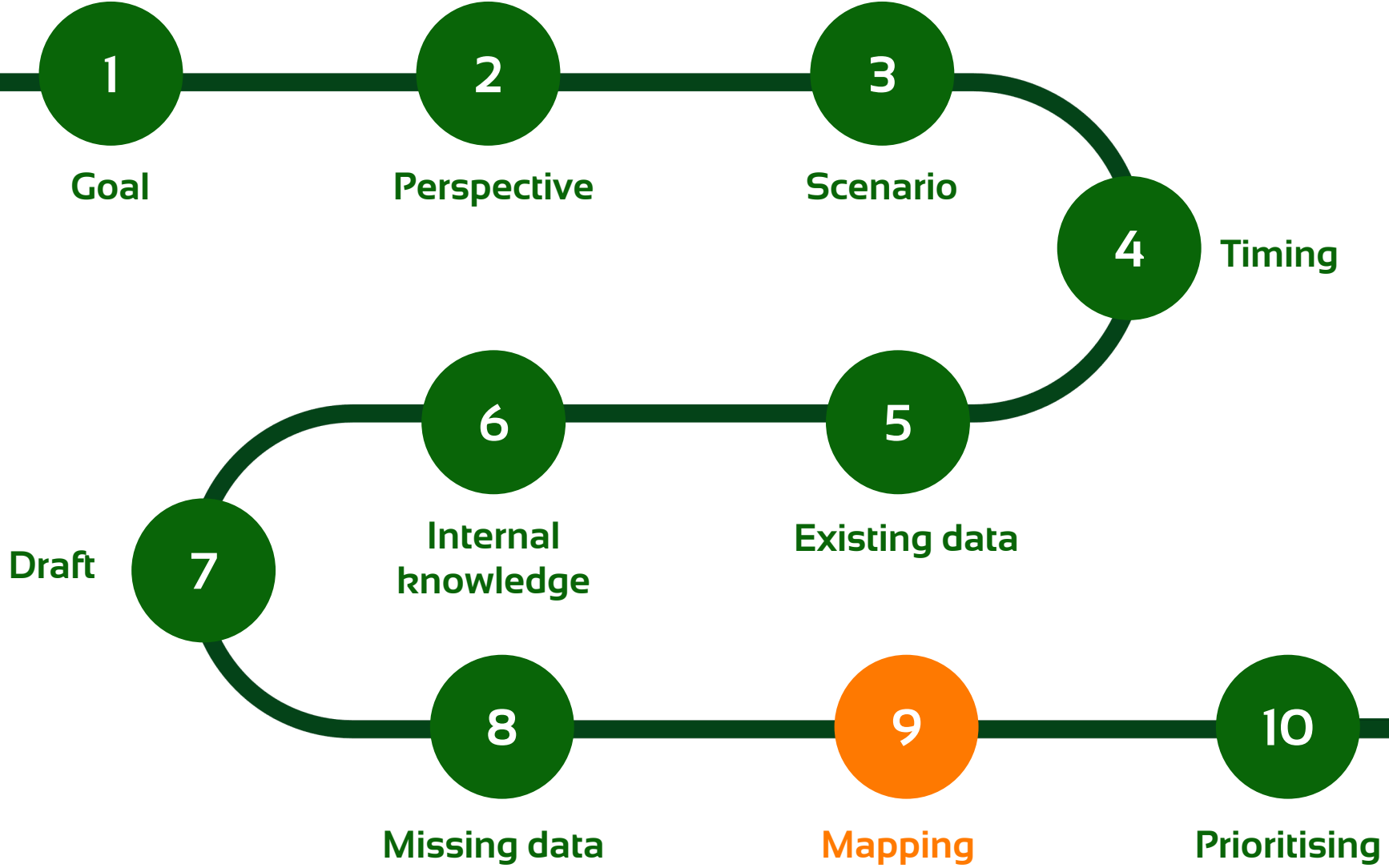
Service Blueprint



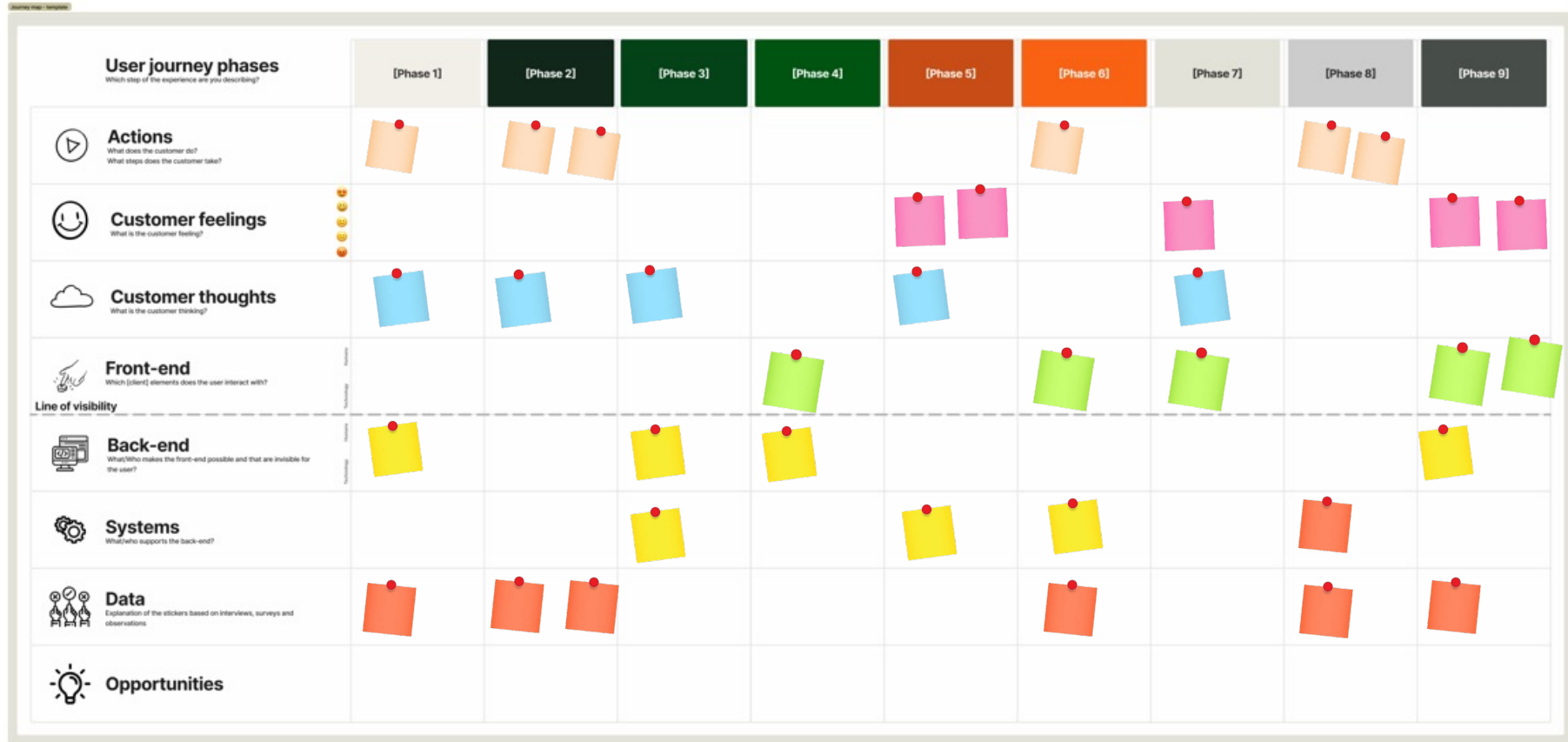


Missing data points

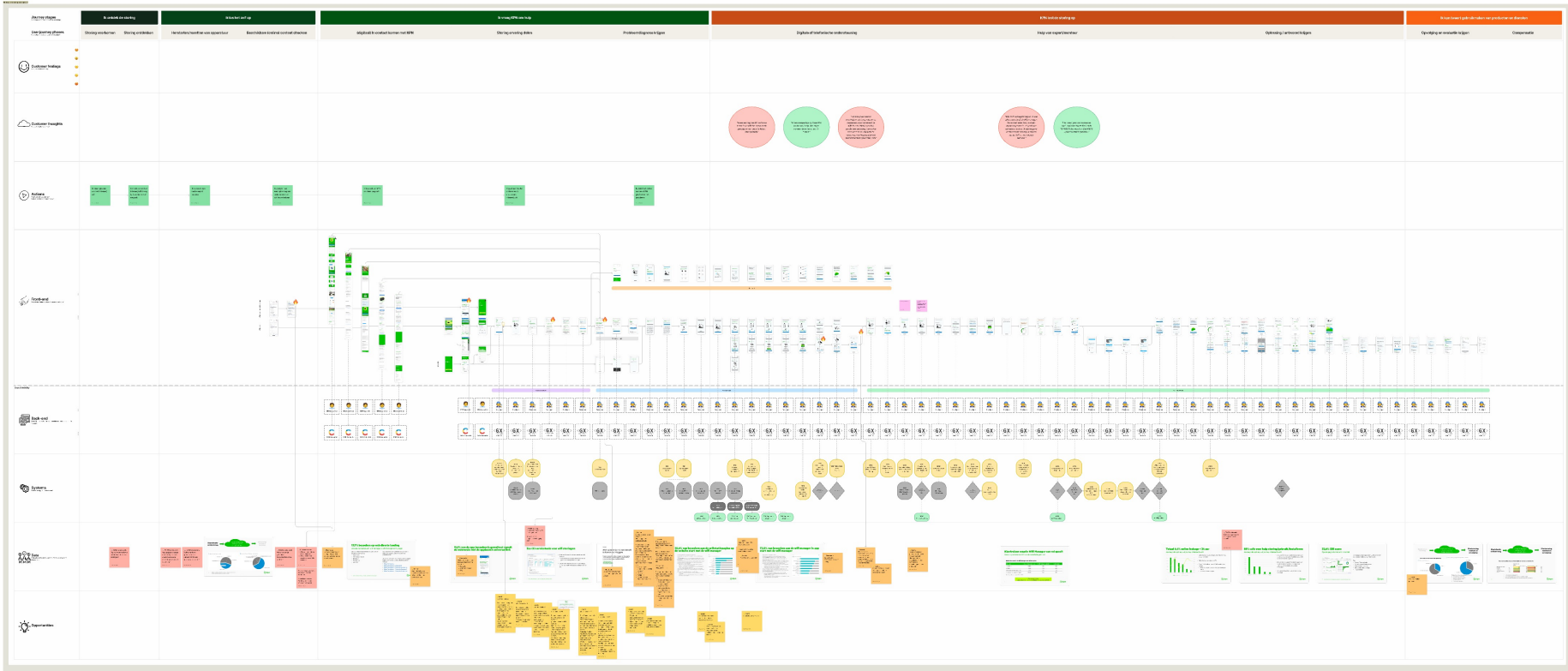


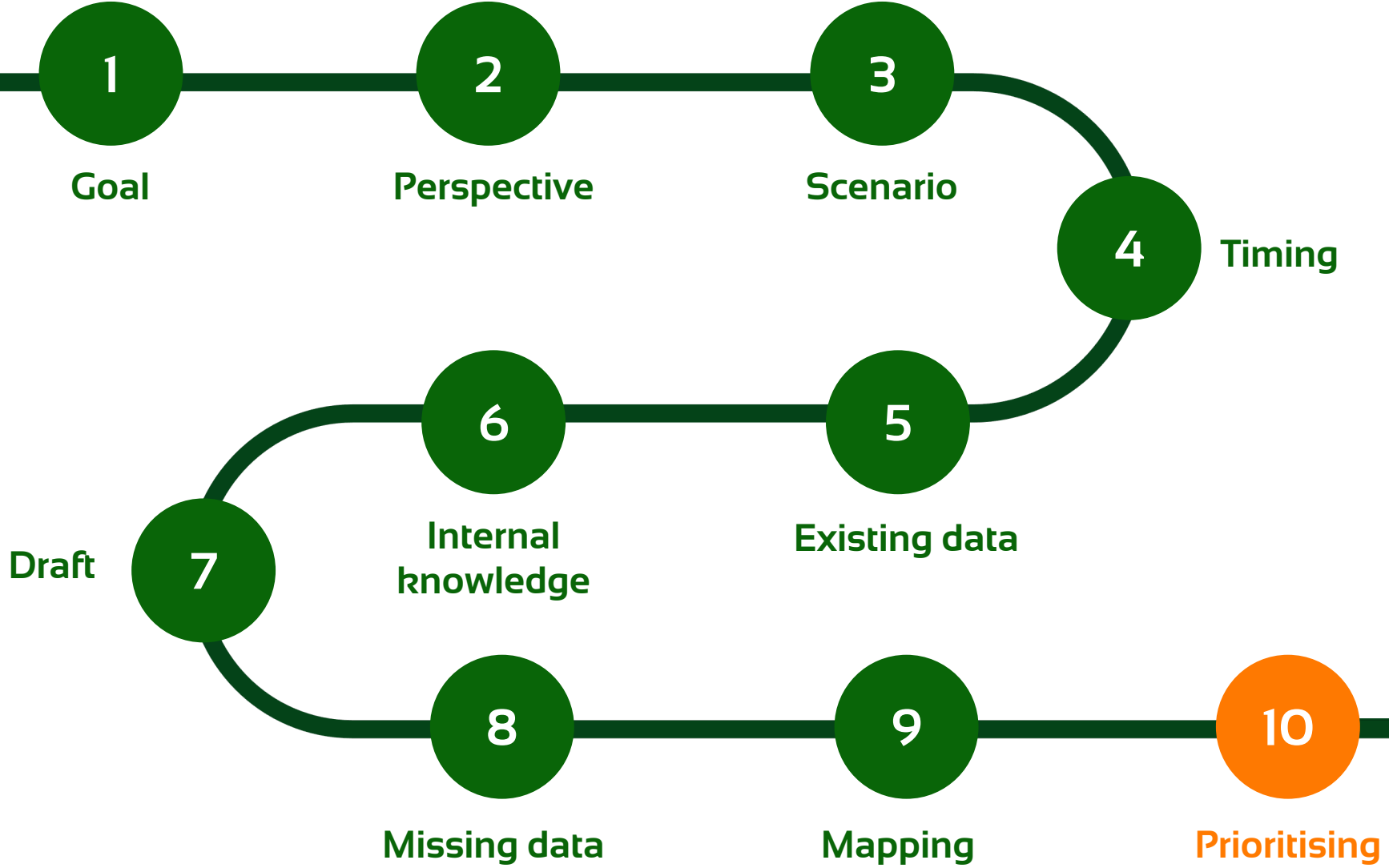


Fill in the gaps



Example mapping

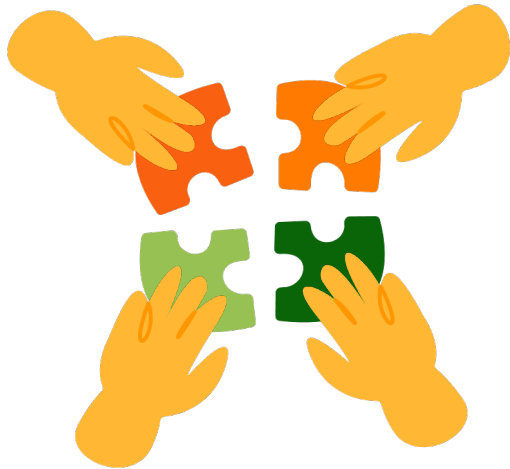




Plot customer problems and opportunities



Pitfalls of mapping



Non-multidisciplinary



Rubbish in = rubbish out



Map disappears in the drawer

4. How do you maximize impact?





Insight- Driven Optimisation (IDO)

Through mapping.

Invest money into a solution that solves the real problem.

Insight-driven optimisation (IDO) is ...



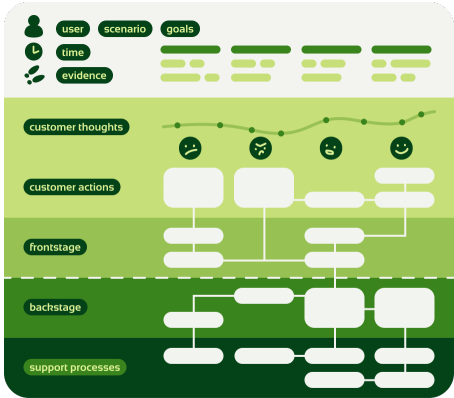
Customer focused

+



Data-driven

+



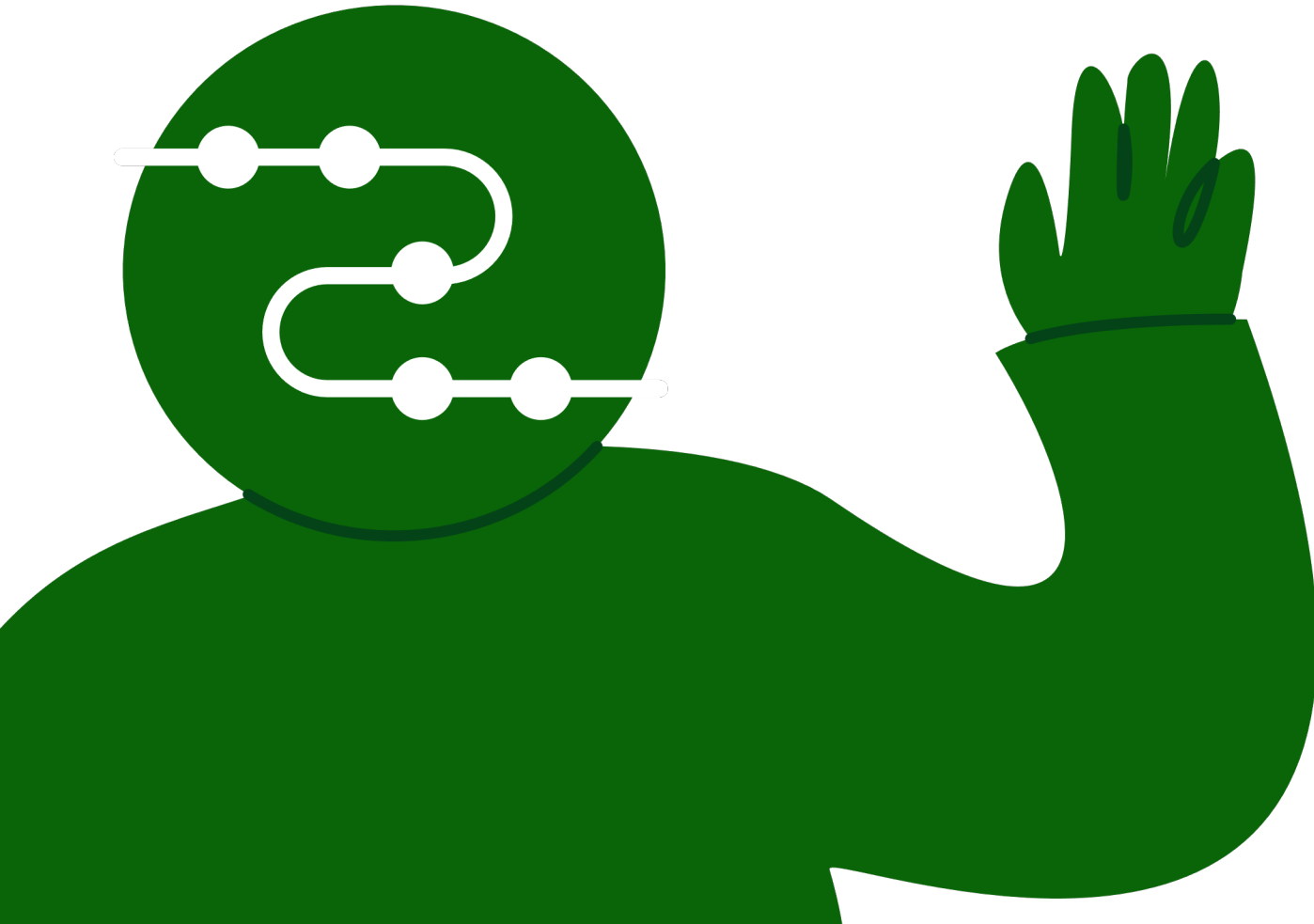
Mapping

+



Way of working

From the first mapping to a way-of-working



Train all stakeholders to use the mapping.

Integrate the map in internal processes.

Frequently **update** the map.

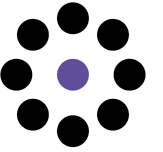
We help making mapping a collaborative effort



Added value of insight-driven optimisation (IDO)

Summing up..

- ✓ Identify opportunities
- ✓ Prioritise on impact
- ✓ Break silos
- ✓ Shared understanding of journey
- ✓ Give ownership to all touchpoints



3 Key Takeaways:

1. Mapping is a very valuable tool to get insights on the problems your customers are experiencing
2. Make data the foundation of your mapping so that the effort is both customer- and problem driven
3. Mapping is not a one-off effort. Make it a way-of-working by integrating it in your daily work

Want to learn more?

Attend our webinar! Tuesday, 10th of December



Chantal Snijder

Customer
Experience
Consultant

&



[®]
DIGITAL
POWER

”

While our A/B tests were already data-driven, implementing IDO boosted our win rate in the service domain from 37% to 43%

Carmen Boymans - KPN

“

 DIGITAL
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Want to learn more?

Let's connect!



[Ezra Soerioseno](#)
Customer Experience consultant



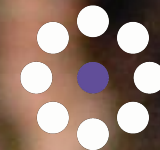
[Zev Posma](#)
Business Manager



- ✓ Learn more
- ✓ Get the slides
- ✓ Register for the webinar

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The power of mapping

Leveraging insights to create value

Ezra Soeriyoroseno



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