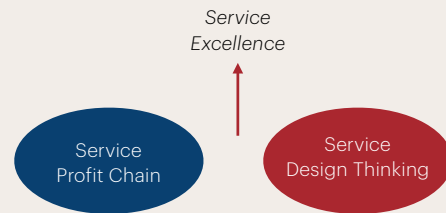


Customer Journey Mapping

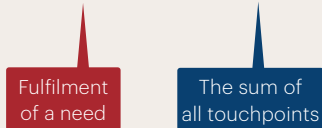
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Ultimate Competitive Advantage



What is service?

Service = Result + Experience



Robert Johnston

Service is culture

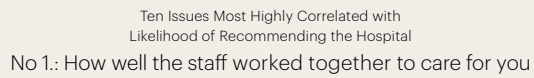


Customers always have an experience
(good, bad, or indifferent)

Mapping the Total Customer Experience, MIT Sloan <http://bit.ly/og9wJx>

Great Service Companies
have a signature process





A white gift box with a red ribbon bow, held by two hands. The box is wrapped in white paper with a red ribbon forming a bow on top. Two hands are visible, one on each side, holding the box. The background is a solid light blue color.

- Our promise
- Customer Journey
- Service Position
- Service Recovery – great comebacks

We make it work

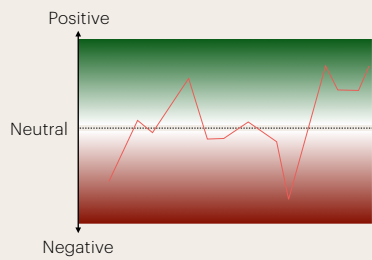
DOING

THINKING

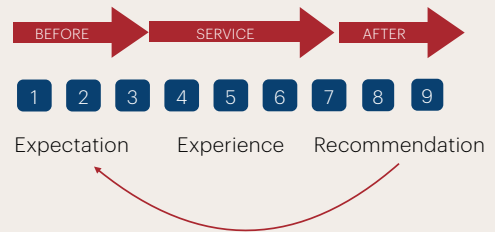
FEELING

on their journey...

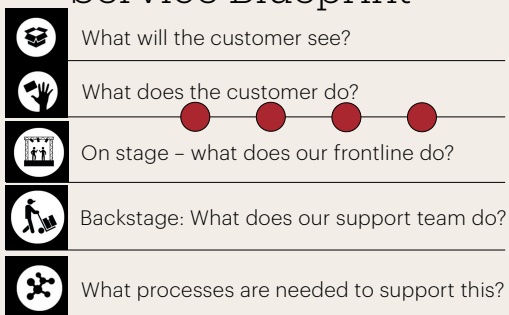
Touchpoints Create Emotions



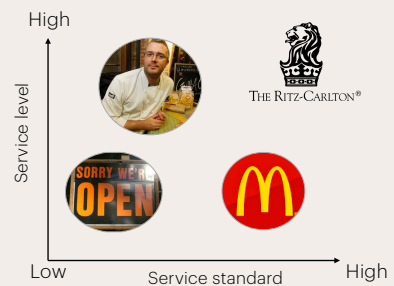
Customer Journey



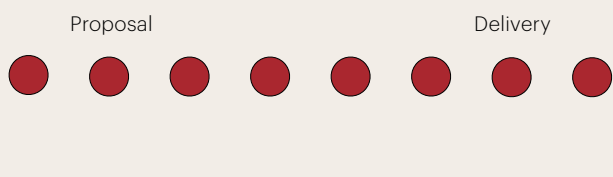
Service Blueprint



Service Position



The ELCA Customer Journey Touchpoints and Moments of Truth



Current Reality vs Desired State

Aspect	Current Reality	Desired Scenario	Hidden Truth
IT Infrastructure	Ageing legacy systems, inefficient workflows	Fully integrated, scalable digital ecosystem	Fears of migration risks & disruptions
Decision-Making Process	Reactive, based on short-term needs	Proactive, data-driven IT strategy	Lacks deep tech expertise, relies on advisors
Cost vs ROI	High IT spend, unclear returns	Clear cost-benefit justification	Struggles to quantify intangible gains
Operational Efficiency	Siloed systems, manual processes	Seamless automation & AI-powered insights	Worried about employee adoption & resistance
Security & Compliance	Growing cyber risks, evolving regulations	Robust, future-proof security measures	Unclear on best practices & vendor credibility
Competitive Position	Falling behind digitally native competitors	Data-driven, agile, innovative operations	Wants quick wins without long implementation delays

