

WALKER Journey Mapping

KNOWLEDGE TRANSFER

CUSTOMER CONVERSATIONS

WORKSHOP

MAP & RECOMMENDATIONS

- ✓ Internal and external in-depth interview guides and summaries
- ✓ Journey phases and other pre-workshop communication
- ✓ Virtual Journey mapping workshop, including recordings from workshop
- ✓ Graphic map representation of journey
- ✓ Executive summary deck
- ✓ Foundation for Listening Architecture

Typical Investment: \$60,000*

*Price assumes Walker paper (add 25% mark-up if on Qualtrics paper)

Overall Findings: Consistency is Key

Providing a consistent experience is important to customers, which spans multiple experiences and touchpoints in customers' overall journey.

- Today, the Sales Rep/Customer Service are key to providing consistency in the customer journey. Since ExactTech does not have adequate backend tools and resources to support a more self-service model, Sales Reps spend more time on non-growth activities. Therefore, when turnover happens, it damages the relationship and takes away customers' single source of reference.
- Due to how ExactTech assigns resources based on business units/product lines, some customers have multiple points of contact. Focus on making it easy for customers to contact ExactTech without feeling like they are interacting with different entities. Customers want a more aligned "One ExactTech".



Contractor Journey Moments of Truth: Internal View

