

What's a journey map?

A journey map provides a single, cross-organizational view of all the touchpoints a customer takes on a marketing journey and identifies the opportunities so you can better understand user experience, improve value, develop relationship longevity and drive more business.

Amperage's proprietary process, detailed below, is designed to:

- Create a shared frame of reference around the customer experience.
- Build organizational knowledge of customer behaviors and needs across channels.
- Identify specific areas of opportunity to drive ideation and innovation.
- Distribute key customer insights in a form that is both usable and easy to understand.

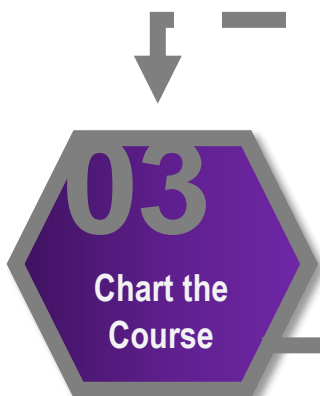


A customer's journey can, and will, vary drastically based on his/her unique needs and situation. For that reason, it's important that we first work to narrow the product/service offering and target market demographics to study.

We review multiple sources of existing data, including, but not limited to: national trends, primary and secondary research reports provided by you, and all of your customer-facing communication and promotional pieces.

We also conduct three-to-four, 30-minute customer interviews, and lead members of your internal staff through an on-site Journey Workshop. During the workshop, we'll discuss the physical and emotional experiences customers have during their journey, as well as the touchpoints they have with your organization as they walk the path.

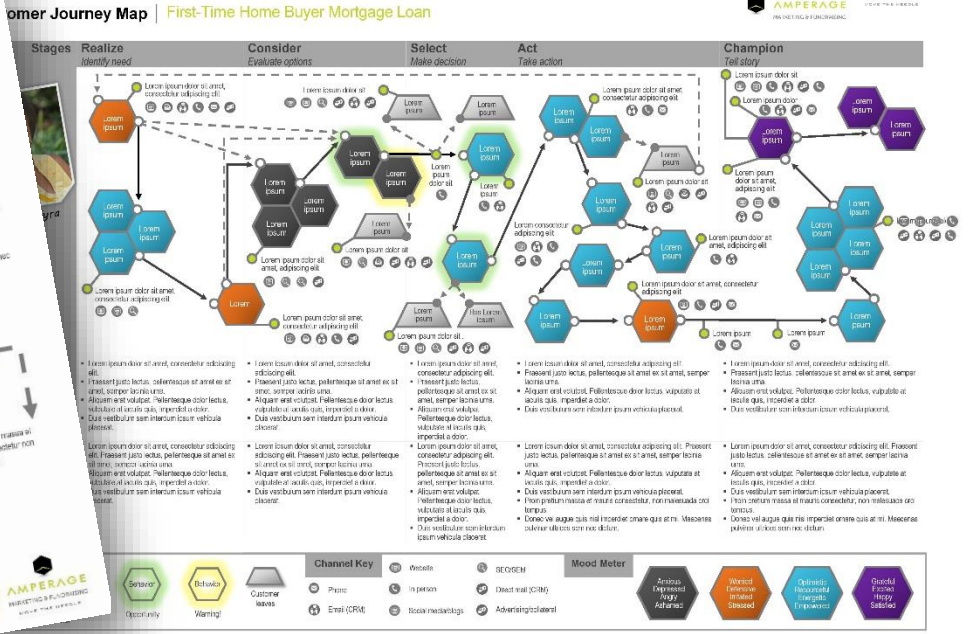
And finally, we walk the customers' path. We want to see what they see throughout their journey.



We synthesize the key insights collected in Phase Two into a visual description of the customer journey. Your map shows customers' behaviors, thoughts and feelings as they travel through each stage of the journey. Touchpoints, communication channels and opportunities are also defined on the map.

We recommend you circulate your map far and wide—present it at meetings, print it large and post it where it will get attention. Use your map as a tool to impact decision making across your organization.





The Investment \$5,010

Mapping Your ROI

Key sources of ROI that result from the use of Amperage Journey Maps include:

- Stronger customer engagement → Increased brand visibility → Increased revenue
- Channel optimization → Right channels for the right personas → Reduced costs
- Removal of ineffective touchpoints → Remove touchpoints that don't add value to customers → More efficient and engaging customer experience
- Designing for word of mouth → Word of mouth effect is powerful and free → New customers
- Increased revenue



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