

YOUR CUSTOMER EXPERIENCE MAP TEMPLATE

THIS CX MAPPING TEMPLATE WILL HELP YOU BRING YOUR CUSTOMERS' EXPERIENCE INTO A SINGLE FRAMEWORK ALONGSIDE YOUR BUSINESS GOALS. USE IT AS A PRACTICAL TOOL FOR BETTER PLANNING.

STEP 1:

Start by using the emojis to consider your customers' current experience. Then use the text boxes to explain why you scored your customers' experience like this.

STEP 2:

Look at where you need to make the biggest shift in your customers' experience. Focus on those areas first. You can always map the rest later.

[CLICK HERE TO GO TO STEP 1](#)

GET IN TOUCH: Talk to us about how mail can add an extra dimension to your customer experience. **Call: 0808 239 0585**

 **marketreach**
unleash the magic of mail



ACQUISITION

AWARENESS

CONSIDERATION

ORDER / BOOK / BUY

WELCOME

STEP 1: START BY IDENTIFYING YOUR CUSTOMERS' EXPERIENCE ACROSS THE MAP.

PUT YOURSELF IN YOUR CUSTOMERS' SHOES. WHAT IS THEIR EXPERIENCE TODAY?

Think about your customers' current experience and mark how they feel using the emojis. Use the box to explain why their experience is like this.

1 2 3 4 5
 😞 ☐ 😐 ☐ 😊 ☐ 😄 ☐ 😁 ☐

Use the box to explain why their experience is like this.
 e.g. I've never heard of Company X.

1 2 3 4 5
 😞 ☐ 😐 ☐ 😊 ☐ 😄 ☐ 😁 ☐

Use the box to explain why their experience is like this.
 e.g. I'm not sure if I should switch to Company X.

1 2 3 4 5
 😞 ☐ 😐 ☐ 😊 ☐ 😄 ☐ 😁 ☐

Use the box to explain why their experience is like this.
 e.g. There's so much choice, that I don't know what's right for me.

1 2 3 4 5
 😞 ☐ 😐 ☐ 😊 ☐ 😄 ☐ 😁 ☐

Use the box to explain why their experience is like this.
 e.g. I'm not sure how to start using my new product/service.

CLICK TO CONTINUE STEP 1

STEP 2: NOW LOOK AT WHERE YOU NEED TO MAKE THE BIGGEST SHIFT IN YOUR CUSTOMERS' EXPERIENCE. FOCUS ON THOSE AREAS FIRST. YOU CAN ALWAYS MAP THE REST LATER. WORK YOUR WAY DOWN THE COLUMN.

STILL THINKING LIKE YOUR CUSTOMER, WHAT SHOULD THEIR EXPERIENCE BE?

What do you want your customers to think, feel or do?

WHAT DOES YOUR BUSINESS NEED TO CHANGE TO ACHIEVE THAT EXPERIENCE?

What will improve your customers' experience? Or if it's already good, what will maintain it?

WHAT'S THE ROLE FOR COMMUNICATIONS?

How will communications help to improve your customers' experience?

WHICH CHANNELS WILL YOU USE?

What channels would deliver this change?

e.g. I've heard about Company X and I'm interested in their product or service.

e.g. We need to add additional media spend to get noticed more.

e.g. Improve brand awareness.

e.g. TV, display, social, PPC, door drops, OOH etc.

e.g. I like what I see from Company X. I'm going to give them a try.

e.g. We need to do a better job of reassuring customers that we are better than our competitors.

e.g. Reassurance and education – tell people why they should choose us.

e.g. Website, social, radio, door drops etc.

e.g. I enjoy browsing the products and find it easy to select the right ones for me.

e.g. We need better merchandising using a catalogue and our website.

e.g. Education and explanation of the products/services available.

e.g. Website, social, catalogues etc.

e.g. I've made the right choice in Company X. They've helped me get started with my new product/service.

e.g. We need to educate and reassure our customers in the early days.

e.g. Make our customers feel educated and at ease.

e.g. Website, email, mail etc.

MAIL GETS YOUR BRAND INTO PEOPLE'S HANDS – IT IS A TANGIBLE ACQUISITION MEDIA.

- Mail was seen to have higher impact scores than many media channels like TV, press, radio and cinema, email and mobile.¹
- Mail reaches everyone, so you can target new customers in almost 30 million UK households and businesses.
- Mail can extend the reach and frequency of multichannel campaigns.

IF YOU WANT TO INSPIRE ACTION YOU NEED TO GET NOTICED. MAIL CUTS THROUGH AND IS REMEMBERED.

- Mail is remembered 35% more than social media, and 49% more than email.²
- 65% of people say they give mail their full attention, compared to 35% for email.³
- 70% of people who responded to mail did so using digital channels.³
- 45% of advertising mail stays in the home over 4 weeks.⁴

PEOPLE BROWSE AND BUY FROM MAIL, MAKING IT IDEAL FOR DRIVING CONVERSION.

- 38% of people bought or ordered something as a result of receiving mail in the past 12 months.⁵
- 90% of campaigns with door drops saw an increase in new customers, compared to 59% without.⁶
- 40% of customers went on to buy something after viewing a catalogue.⁷

A WARM WELCOME IS AN IMPORTANT STEP IN KEEPING CUSTOMERS SATISFIED. MAIL MAKES PEOPLE FEEL SPECIAL.

- 70% of people say that mail, rather than email, makes them feel valued.³
- Documents delivered to customers' doors, like insurance policy documents, have the greatest impact on brand equity than any other touchpoint at this stage.¹
- Mail is perceived as safe, private and secure with 51% of people preferring to receive sensitive or confidential information by post.³

HOW CAN MAIL HELP?

30% MORE DWELL TIME

Consumers who saw mail first had 30% more dwell time on social media.²



MAIL IS BELIEVED

87%

of people consider mail to be believable, compared to 48% for email.³



38% BUY SOMETHING

Percentage of people who bought or ordered as a result of receiving mail in the past 12 months.⁵

70%

BETTER IMPRESSION

Percentage who said mail, rather than email, gives them a better impression of the company that sent it.³

Sources: ¹Royal Mail MarketReach, Kantar TNS, Mail and Other Media 2017-2018. Research conducted in general insurance, retail banking and telecommunications. ²Royal Mail MarketReach, Neuro-Insight, 2018. ³Royal Mail MarketReach, The Value of Mail in Uncertain Times, Kantar TNS, 2017. ⁴JICMAIL, Kantar TNS, Q2 2017 – Q1 2018. ⁵PA Touchpoints, 2018. ⁶Royal Mail, Door drop entries, DMA Awards Meta Analysis, 2012-2016. ⁷Power of Print Catalogues, Illuminas 2017.

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IN-LIFE AND RETENTION

RENEWAL / REPEAT USE

UPSELL

CROSS-SELL

ADVOCACY

CHURN REDUCTION / WINBACK

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1 2 3 4 5

Use the box to explain why their experience is like this.
 e.g. I didn't know it was time to renew or how to do it.

1 2 3 4 5

Use the box to explain why their experience is like this.
 e.g. I'm very happy using product X from Company X.

1 2 3 4 5

Use the box to explain why their experience is like this.
 e.g. I'm very happy using product X from Company X.

1 2 3 4 5

Use the box to explain why their experience is like this.
 e.g. I am happy with Company X because it's so reliable.

1 2 3 4 5

Use the box to explain why their experience is like this.
 e.g. I think I will get a better deal if I switch to another provider.

STEP 2: NOW LOOK AT WHERE YOU NEED TO MAKE THE BIGGEST SHIFT IN YOUR CUSTOMERS' EXPERIENCE. FOCUS ON THOSE AREAS FIRST. YOU CAN ALWAYS MAP THE REST LATER. WORK YOUR WAY DOWN THE COLUMN.

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WHICH CHANNELS WILL YOU USE?

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e.g. Renewing is easy – I understand the process and want to continue our relationship.

e.g. We need to educate and inspire customers on how to renew.

e.g. A more creative approach to renewals to cut through and explain next steps.

e.g. Email, mail etc.

e.g. I love Company X and want to upgrade to product Y.

e.g. We need to strengthen the relationship with our customers and demonstrate the value of product Y.

e.g. Education on our more premium products/services.

e.g. Email, mail, social, display etc.

e.g. Company X really understands me and has lots of products/services that are right for me.

e.g. We need to use data analytics to identify cross-sell opportunities.

e.g. Demonstrate our understanding of customers by showing them products they will like.

e.g. Email, catalogues, social, display, website etc.

e.g. Company X understands me and never fails me. I'm going to tell my friends/family about them.

e.g. We need to show our customers how much we value them.

e.g. Create advocacy moments and make our customers feel special.

e.g. Mail, email etc.

e.g. I want to stay with Company X.

e.g. We need to show the value we have given the customer (money saved, added value etc.).

e.g. Educate customers to reaffirm the relationship.

e.g. Mail, email etc.

MAIL IS ESPECIALLY POWERFUL AT BUILDING RELATIONSHIPS POST PURCHASE. IT CAN HELP KEEP YOUR BRAND FRONT OF MIND.

- Mail has a powerful impact on engagement and personal relevance, because it is more likely to be stored in the long-term memory¹:
 - +33% stronger brain response than email.
 - +35% stronger than social media advertising.
- 54% of all adults said that they felt better informed as a result of receiving addressed mail containing statements, bills etc.²

4 WEEKS

75% of Business Mail stays in the home for over four weeks, and is revisited an average of five times.³

GROWING THE VALUE OF YOUR CUSTOMERS TAKES TIME AND CARE. MAIL HELPS TO INFLUENCE THE DECISION TO SPEND MORE.

- When people can both see and touch something, they value it 24% more highly than if they can only see it.⁴
- Over a third of people say that the physical properties of mail positively influence how they feel about the sender.⁴
- Catalogues are especially powerful: 86% of users keep them for a while, to browse and refer to.⁵



31% of addressed advertising mail results in a commercial action.³

PEOPLE OPEN, SIT DOWN AND READ MAIL. SO IT'S GREAT FOR SHOWING THEM MORE PRODUCTS OR SERVICES.

- Addressed advertising mail is read and revisited on average four times.³
- Catalogues are the perfect way to expose customers to the breadth of your products or services.⁵
- 65% like sitting down with catalogues and looking through them in their own time.⁵
- 52% of purchasers have bought more than originally planned when shopping with a catalogue.⁵

63%

find it easier to browse a printed catalogue rather than going online or in-store.⁵



MAIL PROMOTES ADVOCACY BECAUSE IT GETS PASSED ON, SHARED AND TALKED ABOUT.

- For every 100 addressed mail packs sent another 17 people will see it.³
- Your biggest advocates will be the customers who feel the most valued.
- 59% of people appreciate being sent mail, compared to 41% for email, making mail a preferred medium.⁶

17% SHARE



Percentage of mail shared with another person.³

HAPPY CUSTOMERS ARE LOYAL CUSTOMERS. MAIL MAKES YOUR CUSTOMERS FEEL VALUED AND VALUED CUSTOMERS ARE MORE LIKELY TO STAY.

- Over a third of people say that the physical properties of mail positively influence how they feel about the sender.⁴

MAIL DEMONSTRATES HOW MUCH A CUSTOMER IS VALUED

70% of consumers say mail makes them feel valued as a customer.⁵

Sources: ¹Royal Mail MarketReach, Neuro-Insight, 2018. ²IPA Touchpoints 2018. ³JICMAIL, Kantar TNS, Q2 2017 – Q1 2018. ⁴Royal Mail MarketReach, Private Life of Mail, Kantar TNS, 2015. ⁵Power of Print Catalogues, Illuminas 2017. ⁶Royal Mail MarketReach, The Value of Mail in Uncertain Times, Kantar TNS, 2017.

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