

TETRA

CUSTOMER JOURNEY MAPPING

WEBINAR #38: 02 MARCH 2022

IVAN FILUS, SLAVO TULEYA
BIC BRATISLAVA, TETRA

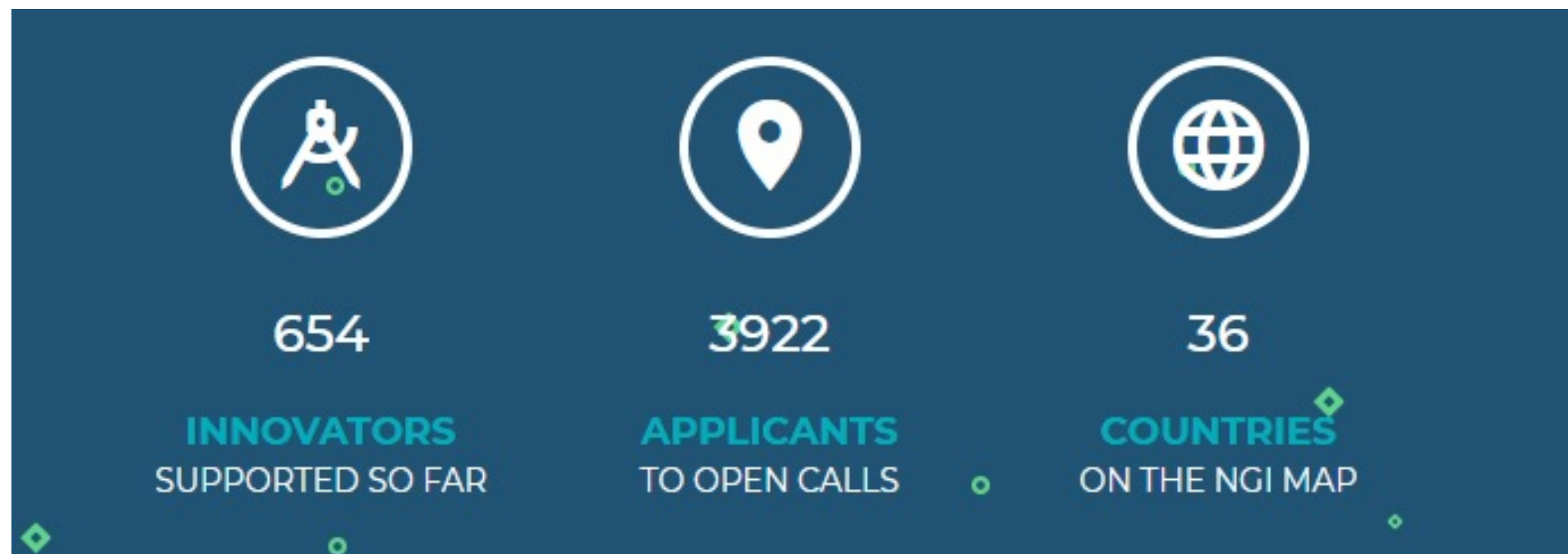


HUMAN INTERNET FOR A **BETTER FUTURE**

NGI.EU

NGI initiative is supported by:

- 11 Research and Innovation Actions (**Ledger, Dapsi, NGIAtlantic.eu, NGI Trust, NGI Pointer, eSSIF-Lab, NGI ZERO, Fed4FIRE+, ONTOCHAIN, NGI ASSURE, TRUBLO**)
- 5 Coordination and Support Actions (**NGI4ALL, Think Nexus, NGI Explorers, NGI Forward** and **TETRA**)
- 7 multilingual NGI (**BERGAMOT, COMPRISE, ELITR, EMBEDDIA, GOURMET, PRÊT-A-LLOD, European Language Grid**)



NGI TETRA

WHAT WE DO?

- **Coaching** during TETRA bootcamps
- **20 hours of mentoring** after TETRA bootcamps for the most promising businesses
- **Individual master plans**

More information:
<https://business.ngi.eu/>

TRAINING

Join our **bootcamps and webinars** on different topics such as intellectual property, sales and new markets, leadership skills, investments, financing and much more.

MENTORING

Reiceive **individual mentoring** from experts, startup founders and investors.

BUILDING NETWORKS

Get access to **Digital Innovation Hubs, connect with investors and corporations** for collaboration.

WHAT'S NEXT: ONLINE EVENTS FOR YOUR ACCELERATION

WEBINARS:

Open for public

- **09.03.2022** | Webinar#39:
One step further on GDPR: Privacy and GDPR tools
 - **15.03.2022** | Webinar#40:
Open-source business development
- + check our archive

Link: business.ngi.eu

Customer journey mapping

What is Customer Journey mapping and why is it important in growth stage? 🚧

Workshop
SD – education

Online

Slavomir Tuleya
hey@slavotuleya.com



For NGI beneficiaries only

Public Funding Masterclass

webinar #1

March 3, 15–17.00 CET

“Understanding public funding options in Europe and how to decipher open calls texts”

webinar #2

March 10, 15–17.00 CET

“EIC Accelerator – lifecycle and stage 1 application”

webinar #3

March 17, 15–17.00 CET

“(Secret) Strategies on how to win a tender abroad”

webinar #4

March 24, 15–17.00 CET

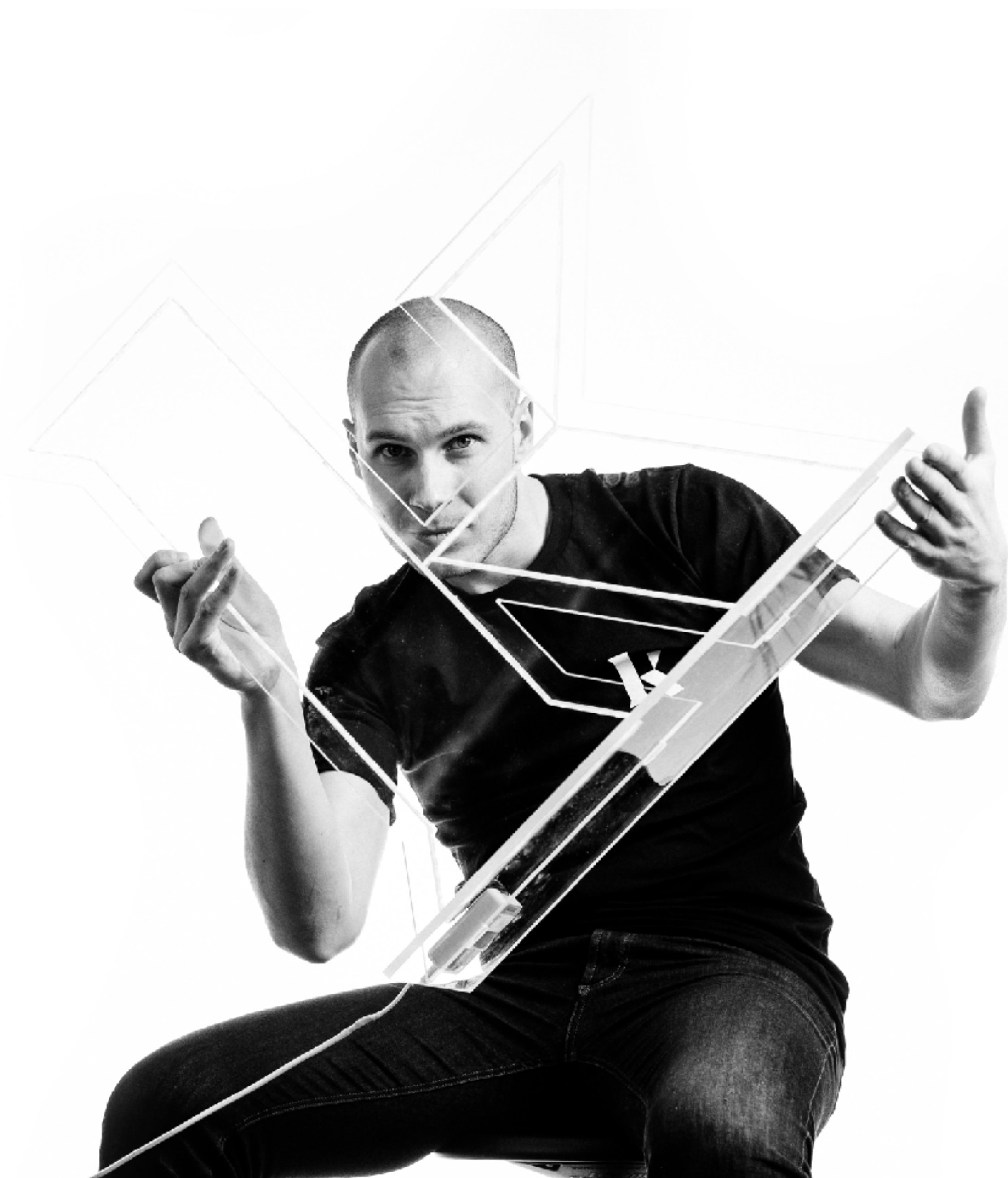
“What is cascade funding and how to attract it?”

webinar #5

March 31, 15–17.00 CET

“Horizon Europe”

**+ 2–3 HOURS
FREE MENTORING
FOR ALL TEAMS**



Slavo Tuleya

Managing partner




<https://www.linkedin.com/in/slavotuleja/>



Let's get to know each other 🙌

What would you like to learn today?

- 
- 🎯 Always look at your solution from your customers POV.
 - 🎯 Identify relevant problems and innovation opportunities.
 - 🎯 Test product with customers before the first line of code.
 - 🎯 Collect data for GTM strategy and get your ideal customers.



Few rules for the online session.

Service Design 101

Introduction into the context of the customer journey. 🚧

Workshop
SD – education

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hey@slavotuleya.com





What is Service Design?

Do you have experience with it?



What good service can you think of first?

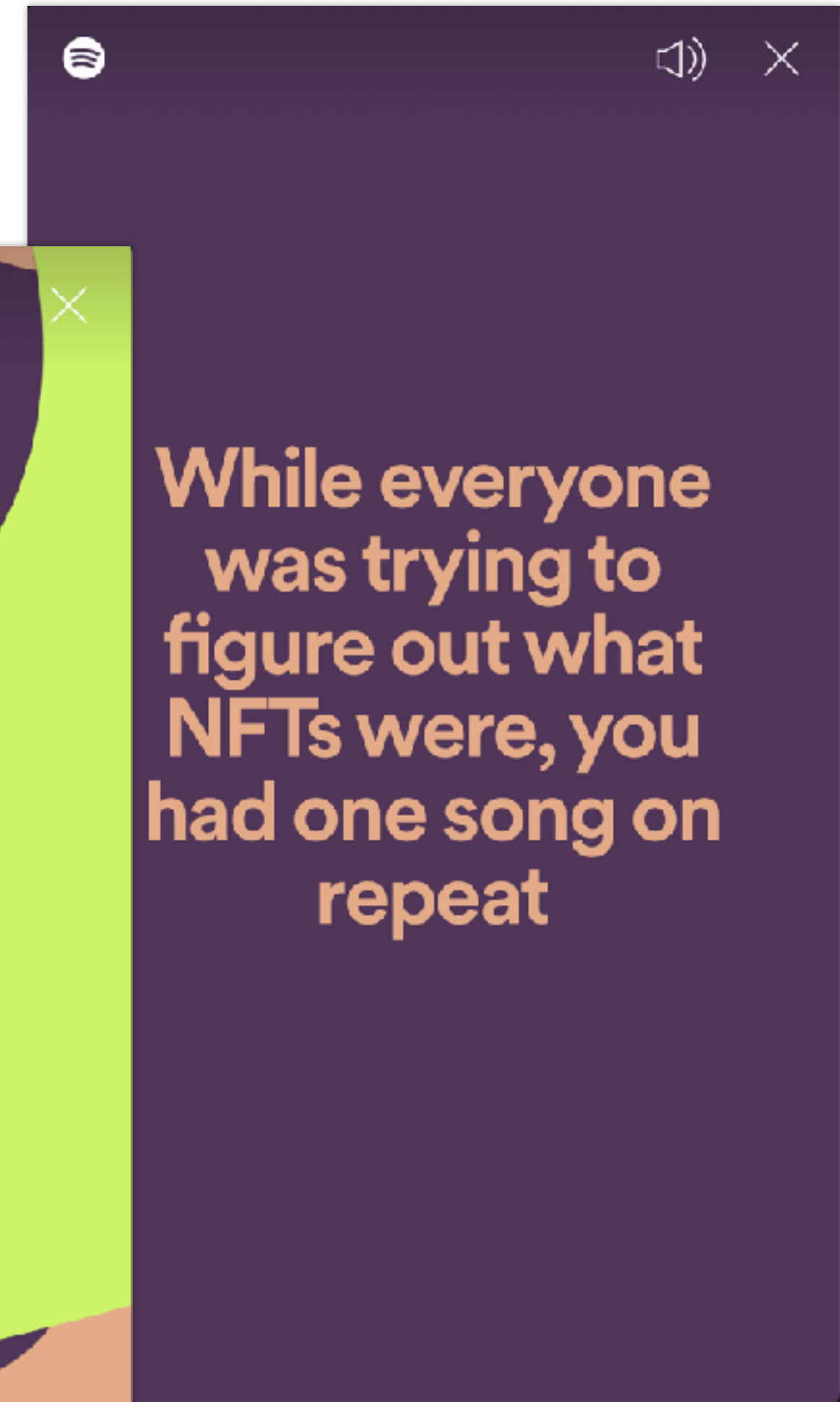
The one you talk about enthusiastically about to your friends.



Bolt



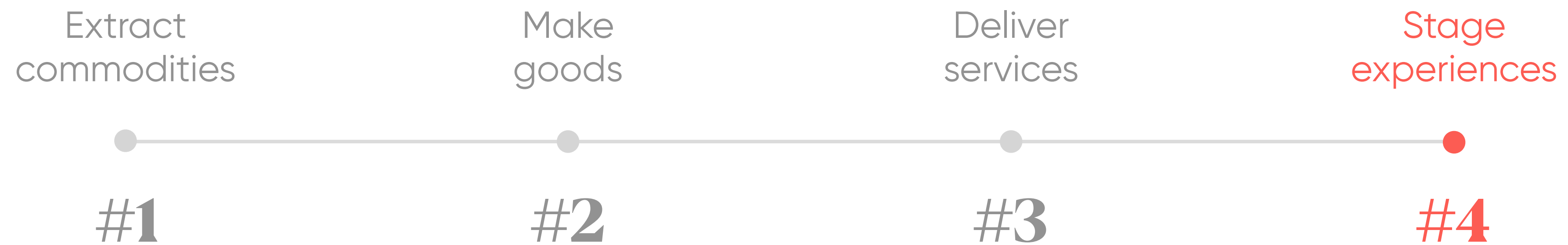
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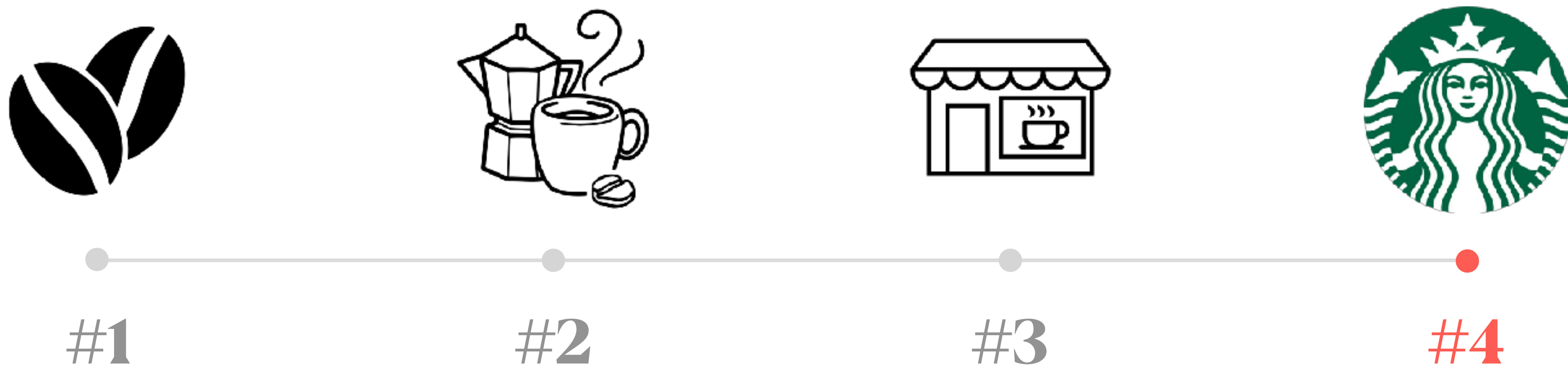


70% EU GDP

Is from the service sector

The progression of Economic Value





**Design
Thinking**

**Service
Design**

**Innovation
Design**



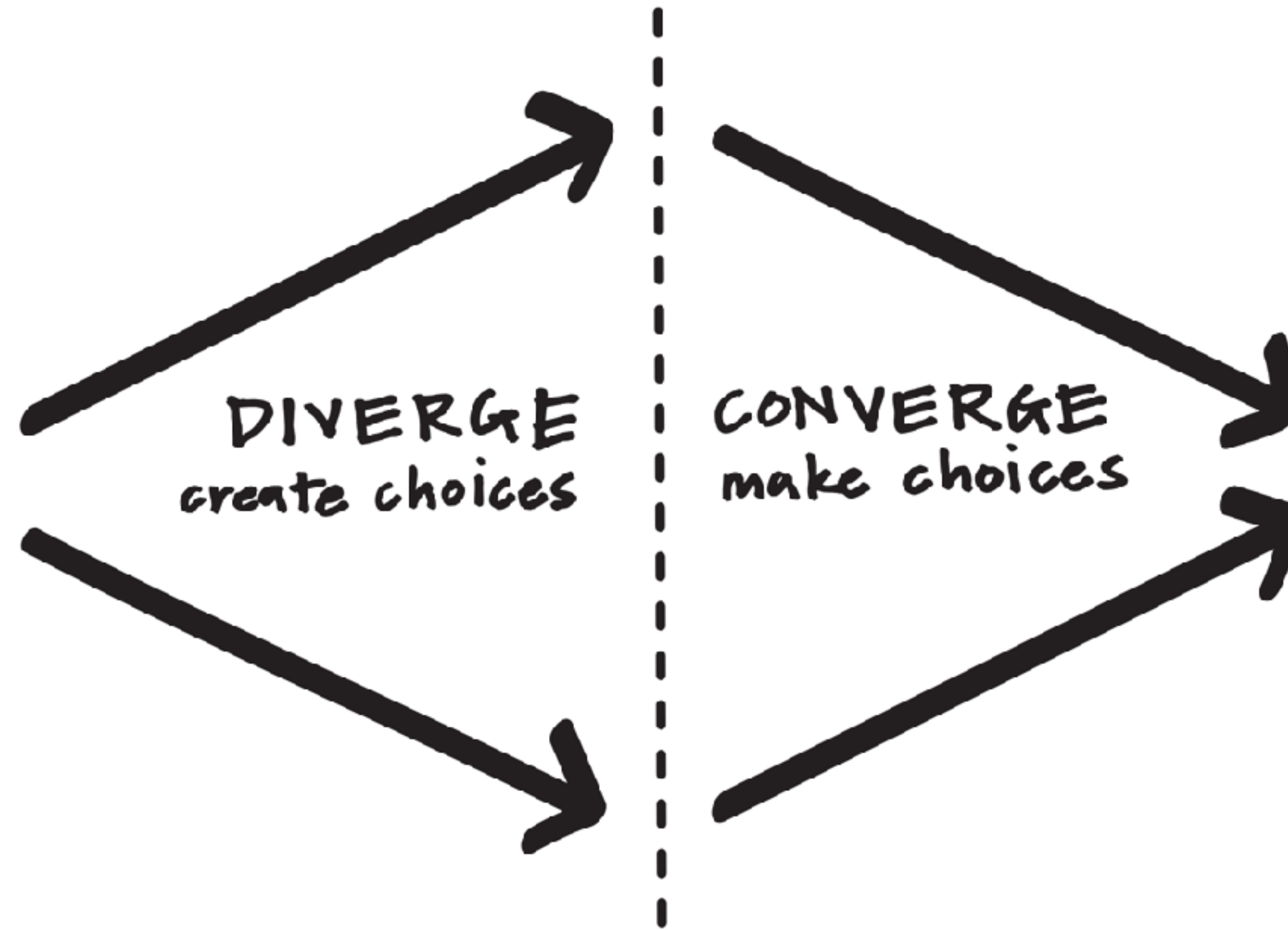
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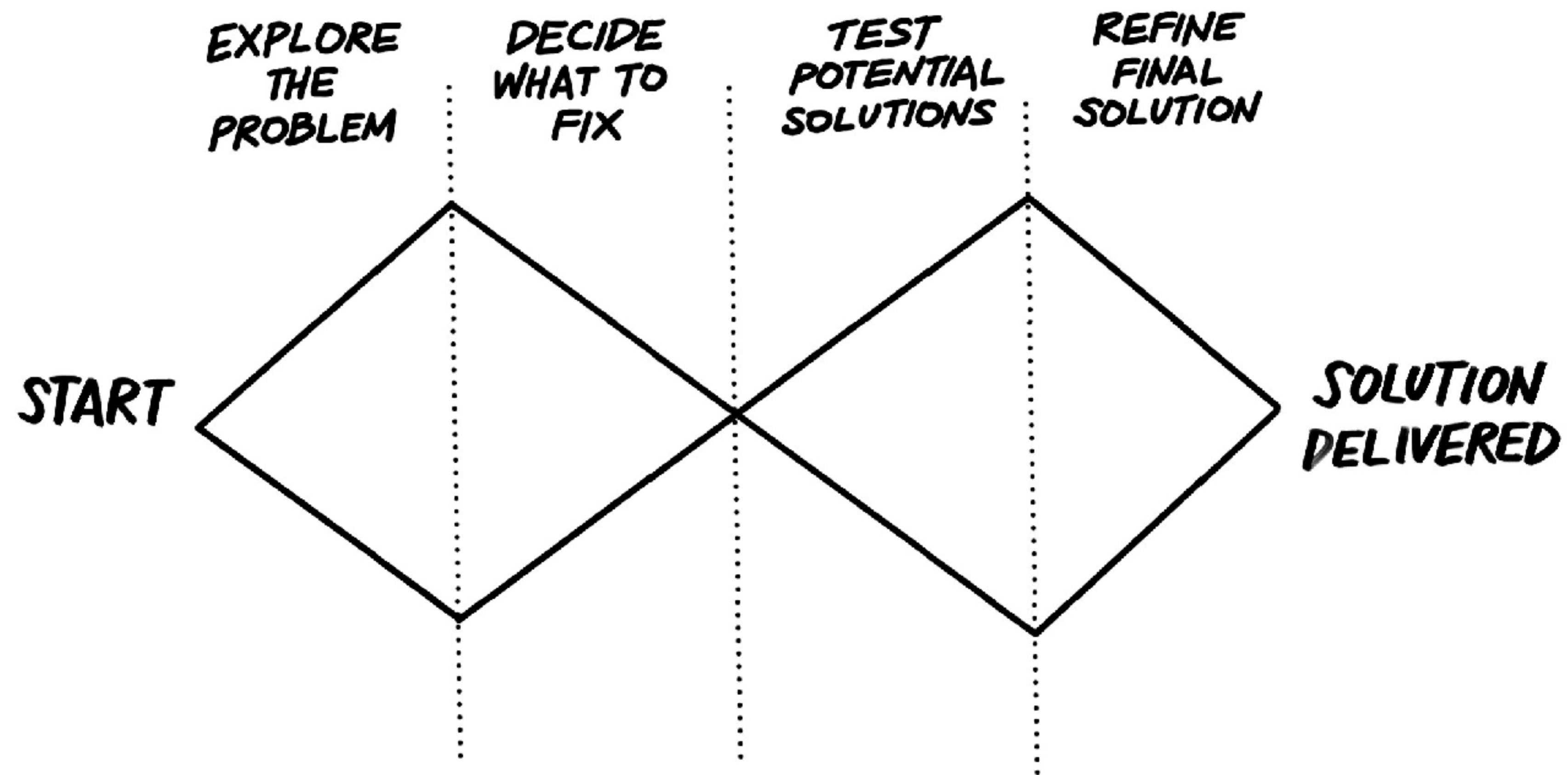


#2



#3





Benefits of DT

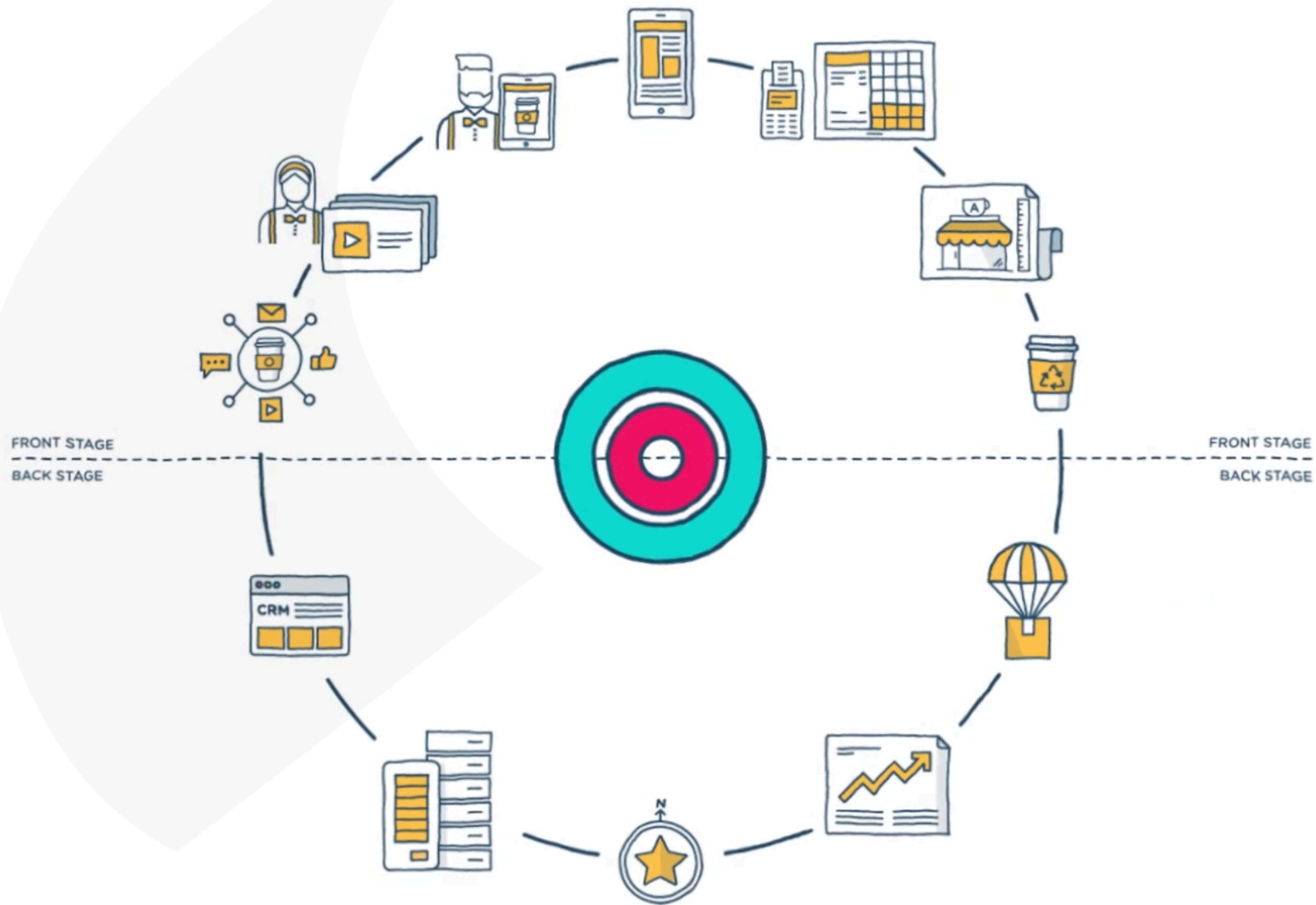
	Decision making	Collaboration	Brainstorming	Designing	Outcomes
Traditional	Performed in a vacuum, based on assumptions	Siloed and lacking trust among peers	Wild or fun ideas are dismissed	Treated as a job title not as a partner	Rigid metrics and goals
Design Thinking	Inclusive and informed	Co-creation and trust	Wild & fun ideas can flourish	Treated as a cross-functional process	Replace perfect for MVP (learn fast)

**Design
Thinking**

**Service
Design**

**Innovation
Design**





SD Benefits 🚒

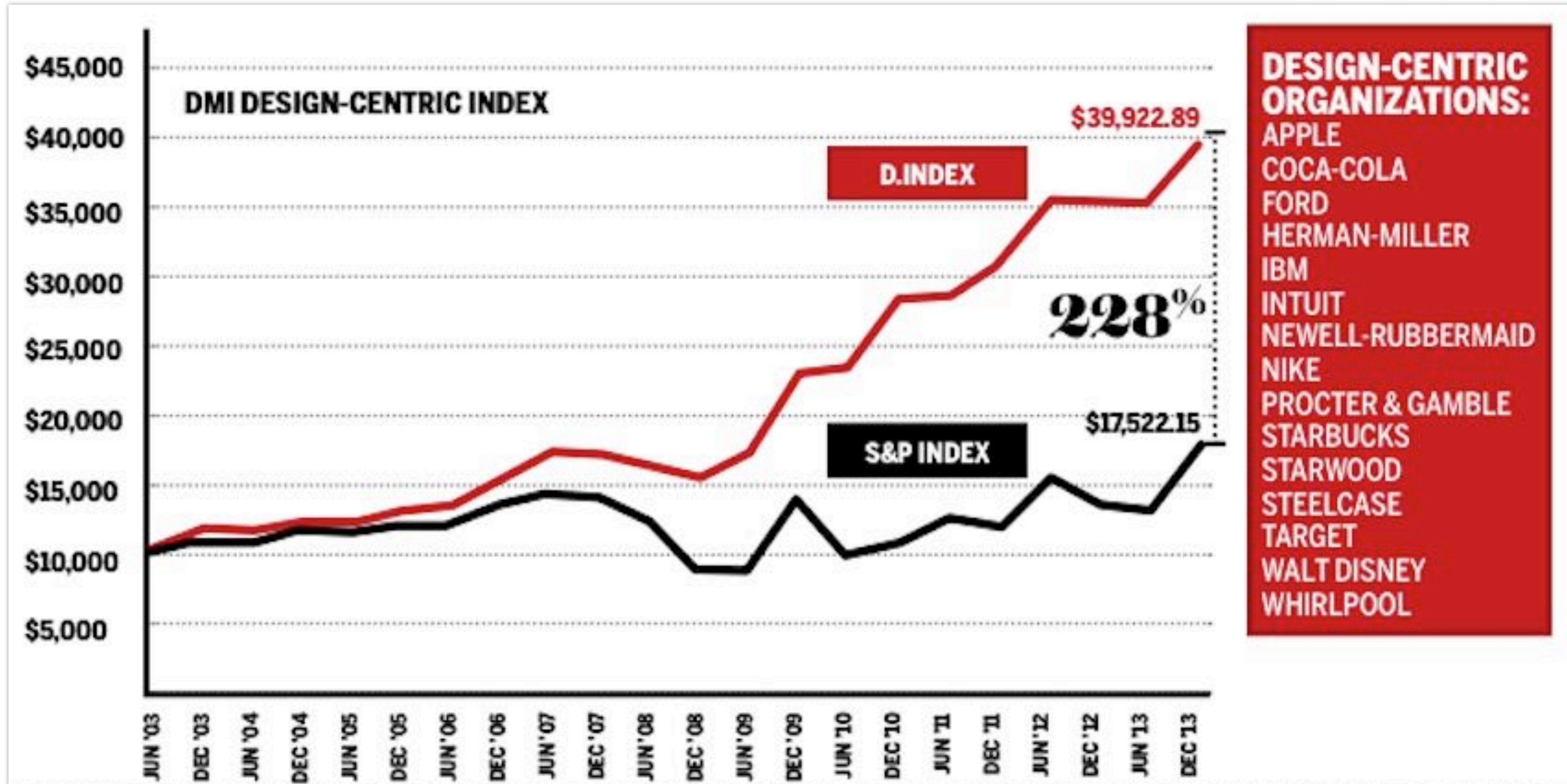
**Process
improvement**

**Competitive
differentiation**

**Higher
Value**

228% lead

Design-driven companies vs. S&P 500



Customer Journey Map

A tool for managing innovation activities in the company. 🧑🔧

Workshop
SD – education

Online

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Do you work with a customer journey?

Share your experience... how does it help you?

Customer journey 🚧

What do they go through and how do they interact
with your service?

1. Define user, goal and scope of the map

Scope and goal	A user journey map for users who are looking for cooking recipes online to prepare some quick meals					
Phases
User tasks and activities	• Action	• Action	• Action	• Action	• Action	• Action
Painpoints	• Painpoint	• Painpoint	• Painpoint	• Painpoint	• Painpoint	• Painpoint
Opportunities	• Opportunity	• Opportunity	• Opportunity	• Opportunity	• Opportunity	• Opportunity
Touchpoint	• Touchpoint	• Touchpoint	• Touchpoint	• Touchpoint	• Touchpoint	• Touchpoint

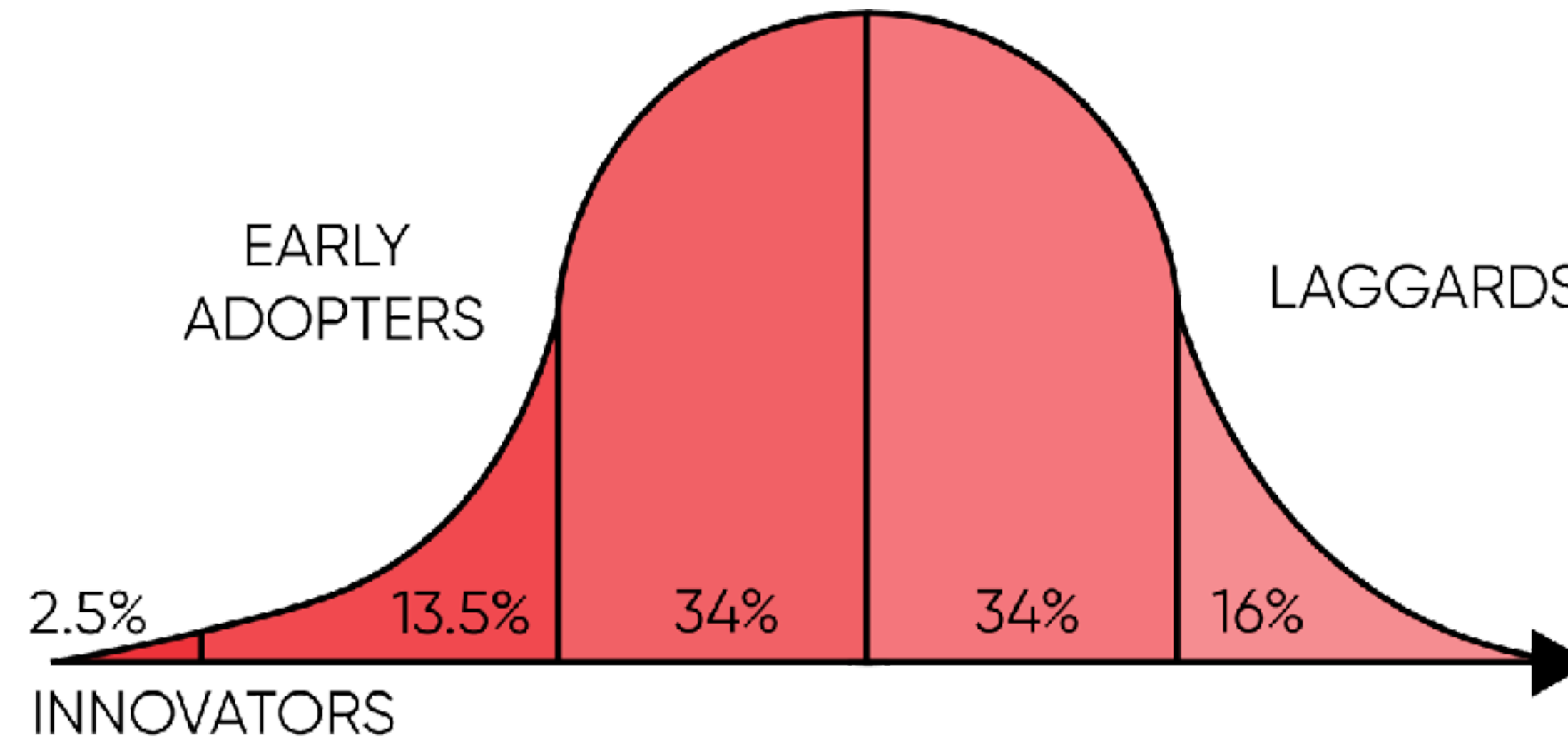


Who are your customers?

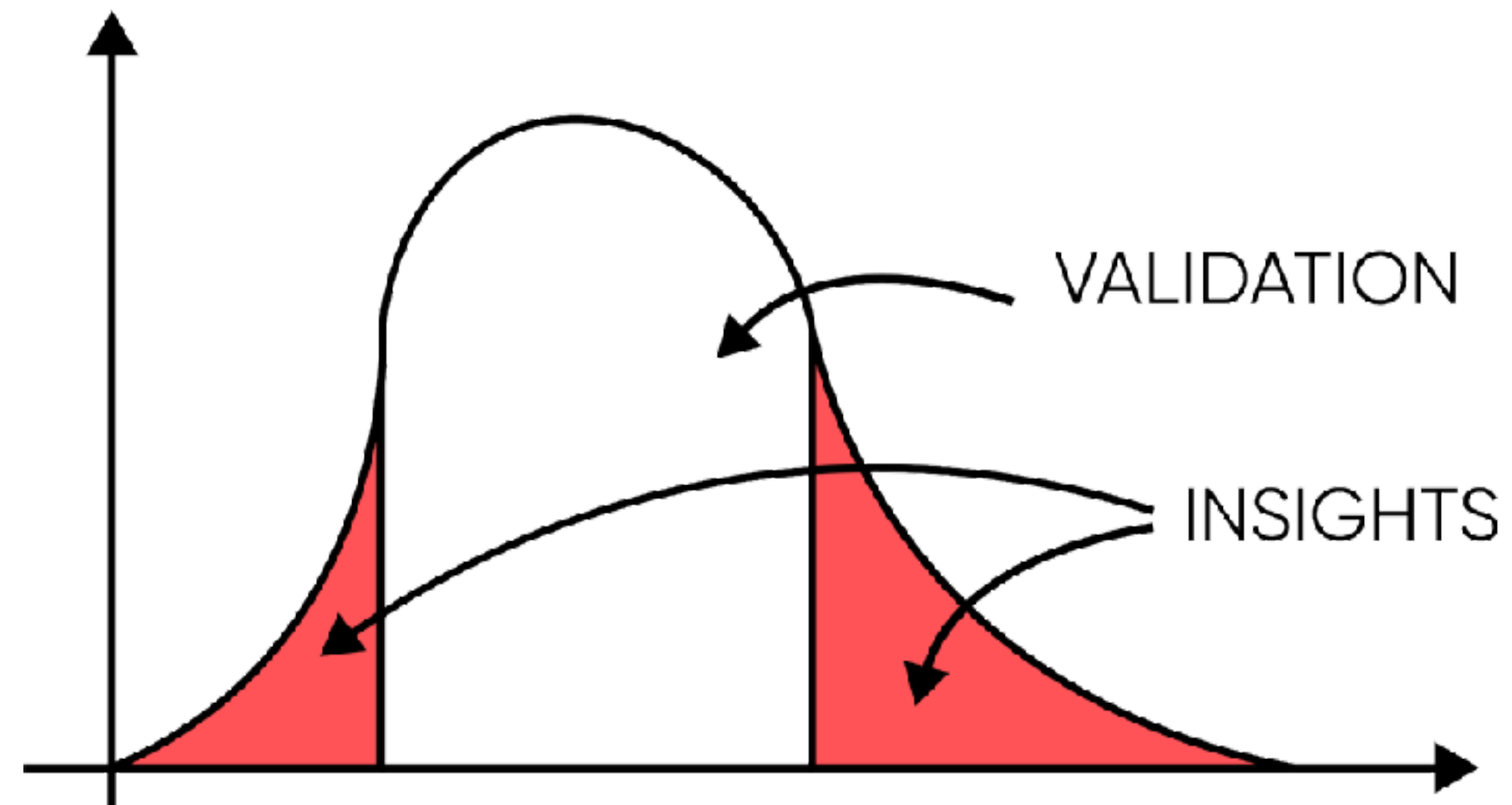
Share your experience with others.

Everyone. 😊

Product adaptation curve



Extreme personas





Customer segmentation

Division of customers into groups according to specific characteristics.

**Geograf.
profile**

**Demograf.
Profile**

**Psycholog.
Profile**

**Behavior
Formulas**

#1

#2

#3

#4

1. Define user, goal and scope of the map

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Phases

Touchpoints

Rating

Backstage





Observation

Experience

Interviews

Inspiration



#1

#2

#3

#4



Why is CJM important?

What can your customer journey map give you? 

Metrics to track.

What business metrics are key for you?

Pirate Funnel Canvas

Example

AAARRR!!

Pirate Metrics

These are the 6 steps of the Pirate Funnel, which together form the entire customer journey of your customer. For some business models, you can choose to reverse or add steps.

Our measuring point

Fill in what numbers you would use to measure this step and from which tools you can get those numbers.

Exact number

Fill in below how many people you have in this Pirate Metric per month.

Bottleneck

Fill in your conversion rate between two steps to discover what your biggest bottleneck is.

A

Awareness

How many people do you reach with your marketing?

- Number of views from Google Ads
- Impressions in Google Search Console
- Reach from our Instagram & Facebook posts
- etc.

±50.000

A

Acquisition

How many people visit your website?

In Google Analytics we see (under Acquisition> All Traffic> Channels) the number of unique visitors to the website in the past month.

±10.000

A

Activation

How many people take the first important step?

- The first important step is that people ...
- Experience a "Wow" moment through our video
- Sign up for a Free Trial
- Download a whitepaper, brochure or client case

±3.000

R

Revenue

How many people start paying? And how much do they pay?

In Google Analytics we see how many conversions there have been, or by looking in our CRM system at the number of purchases and their average order value.

±2.000

R

Retention

How many people came back for a repeat purchase?

Thanks to a dashboard in our CRM system, we can see how many of our customers from this month have made purchases before.

±200

R

Referral

How many people refer friends to your business?

We see all customers who rated us last month with an 8 or higher as an ambassador, who are likely to refer people.

±50

20%

30%

60%

10%

So this is your bottleneck

25%

Printsize: A3

Explanation: www.bit.ly/aaarr-explainer

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Purpose: This canvas is intended to discover where to focus your attention with growth hacking.

Pro Tip from Ward:

Try filling in the Pirate Funnel Canvas for a specific channel or device. Different context gives a different result.



Grow with Ward
Growth Hacking Coach



24.9% more efficient use of investments in
marketing.

21,2% more cost effective

customer service.

25,3% better engagement of

employees.

16,8% faster average
sales cycle.

15,3% more income from
**up-sell and cross-sell
activities.**

17,9% more recommendations from
satisfied customers.

20,7% more positive mentions on
social media channels.

50% of organizations have little or no awareness of
customer journeys.

Space for competitive advantage. 💡

Marketing

Sales

Productivity

CX



#1

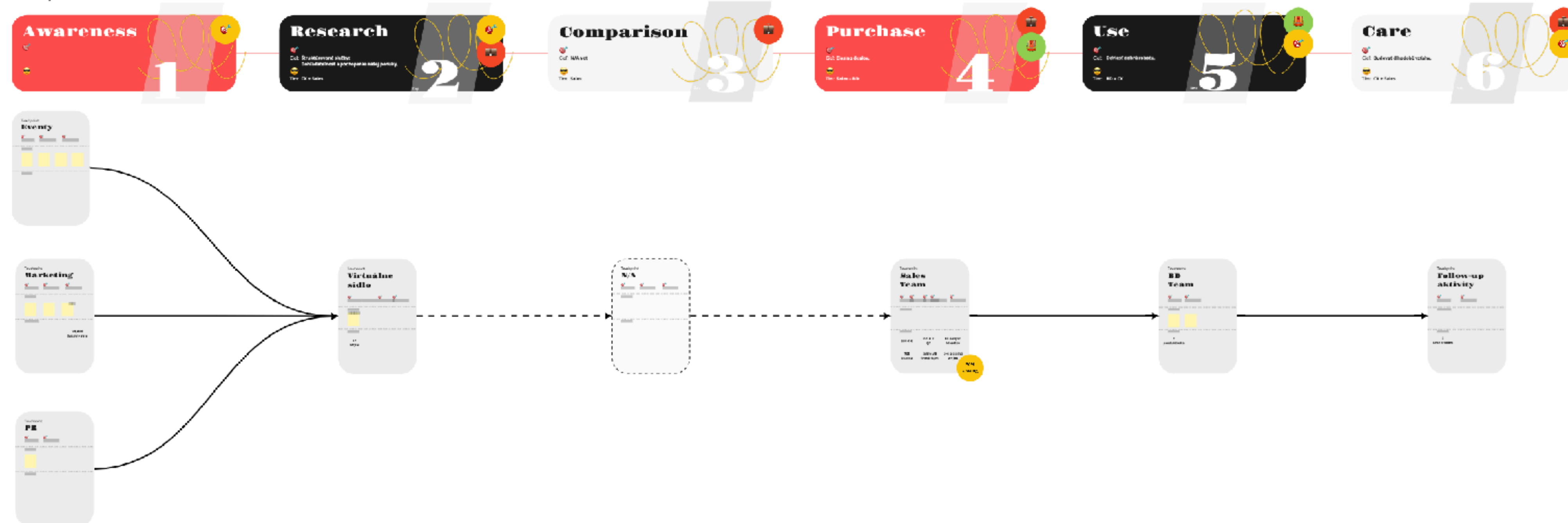
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Mapa zákazníkovej cesty

CJ Map



Case stories

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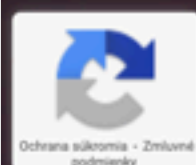


Neverte poruchovému kotlu
Vymeňte ho za nový

Mám záujem



⬇ Pokračujte nižšie



💬 Live Chat

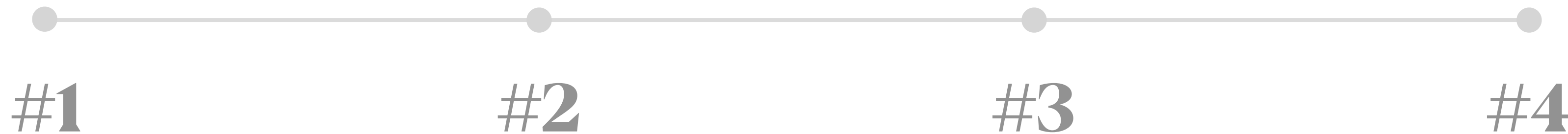
Where to take CJM next? 🚧

**Download a
template**

**Map
Journey**

**Identify points
to improve**

**Implement
& iterate**



Tips for inspiration

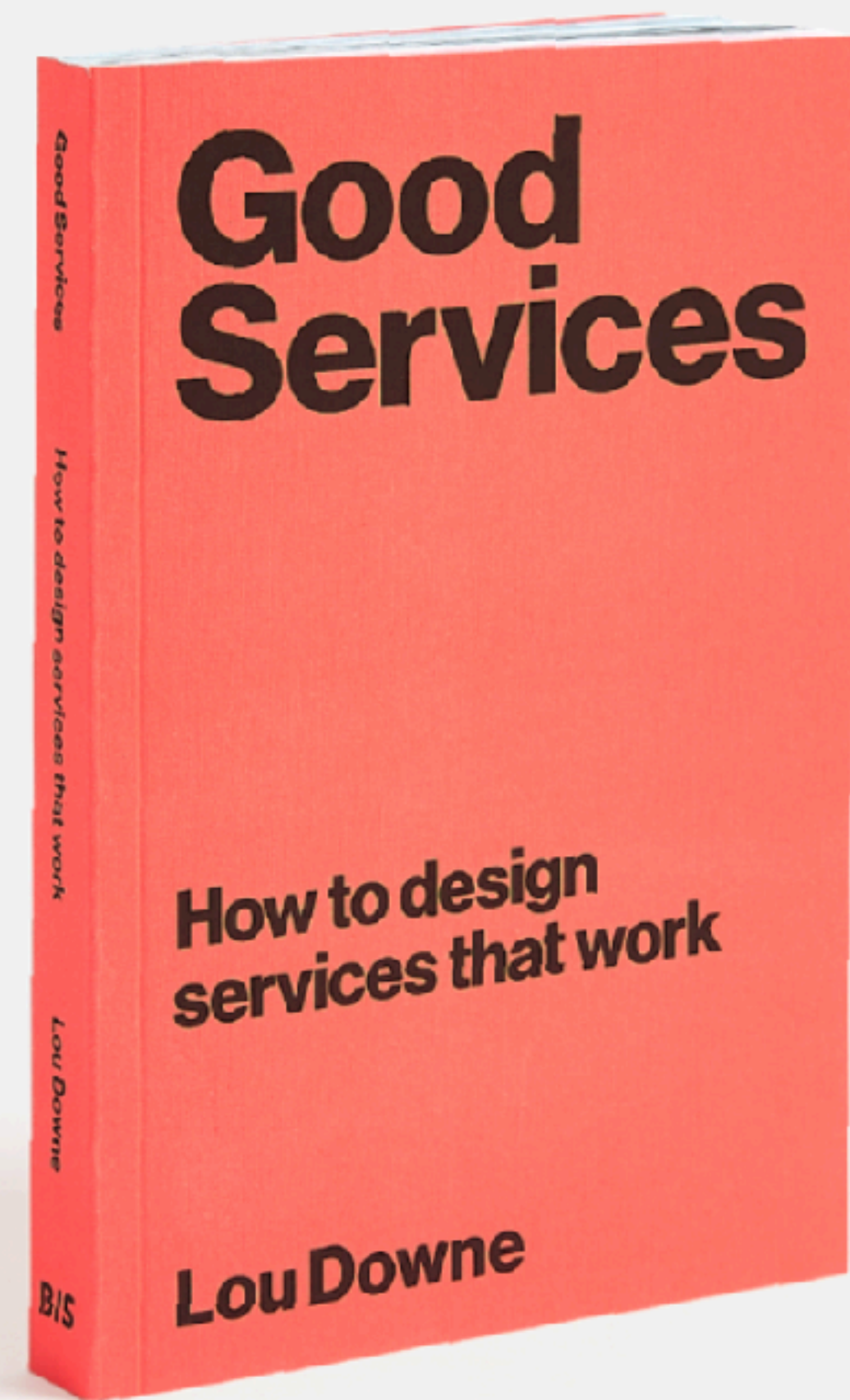
Where to find it? 💡

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15 principles

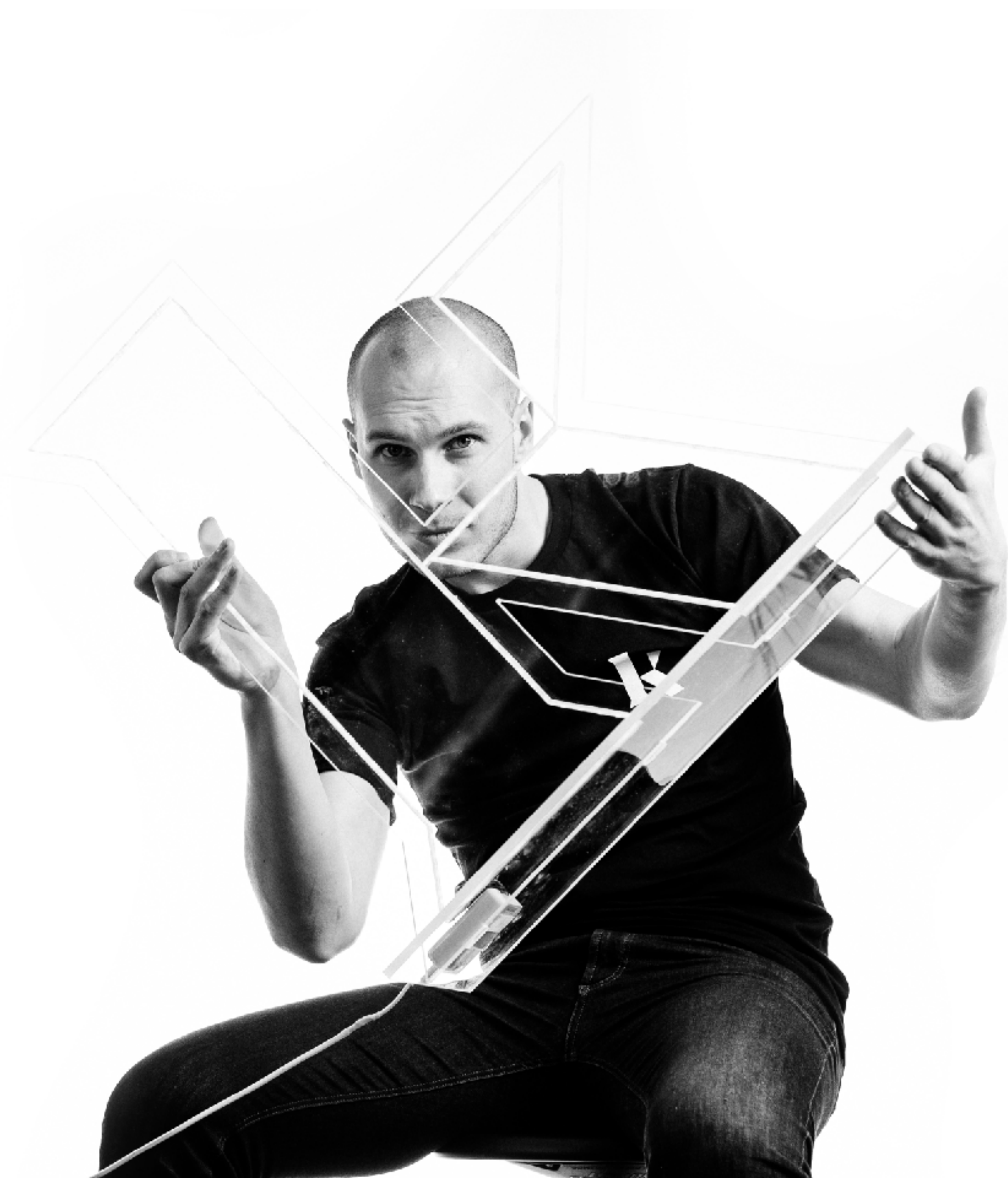
Of good service design. ✓

SERVICE DESIGN *SHOW*

Marc Fonteijn Podcast

Debates with Service Designers from around the world. 🎙️

Questions & Answers Session



Slavo Tuleya

Managing partner



<https://www.linkedin.com/in/slavotuleja/>

**THANK YOU
&
GOOD LUCK WITH YOUR BUSINESS!**



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