

Customer Experience Map: Getting an 'proof of age' identification for the purposes of eligibility for money access (current state) EXAMPLE ONLY

This Customer Experience Map is a graphical representation of the service journey of a customer getting a 'proof of age' identification card (POA ID). This is the (fictitious) scenario where a person with no traditional form of age proof (e.g. drivers licence, passport) needs to prove their eligibility in respect of age. The 'Agency' provides this POA ID service in the form of a re-usable POA Card people can use in lieu of other forms of age proof.

The map shows the customer perspective from the beginning, middle and end as they engage our and other services and channels to achieve their goal. It shows the range of tangible and quantitative interactions, triggers and touchpoints, as well as the intangible and qualitative motivations, frustrations and meanings that we can leverage, change, improve during the solutioning work for the change initiative.

Experience Triggers

- Need money (e.g. benefit, grant)
- Want to save money (e.g. banking)
- Earning money (e.g. job)



Customer Types

Ref: 'Full Typology' for detail of types

Neville Never-Done

Tends to be younger or inexperienced in terms of finances or dealing with institutions.

Circumstances:

- Doing process for someone else
- Doing process for first time

Biggest Pain:

Never dealt with regulatory agency before. Some fear of process and ability to achieve outcome easily.

Expectations:

"Please let this be easy"

Sally Starting-Something-New

Has had experience with institutions. Has a clear goal and get's process but frustrated by inefficiencies or pressure on her.

Circumstances:

- Starting something new
- New to this type of process

Biggest Pain:

Doesn't appreciate bureaucracy and red-tape, especially if it looks like it could be easier.

Expectations:

"This should be straightforward so I trust I can't get it wrong"

Key:

Time:

⌚ Takes time - negative

⌚ Timely - positive

Touchpoint: ● Agency ▼ Other/ThirdParty

Ⓢ Education: to learn what to do

Ⓢ Interaction: person to person

Ⓢ Transaction: progresses process

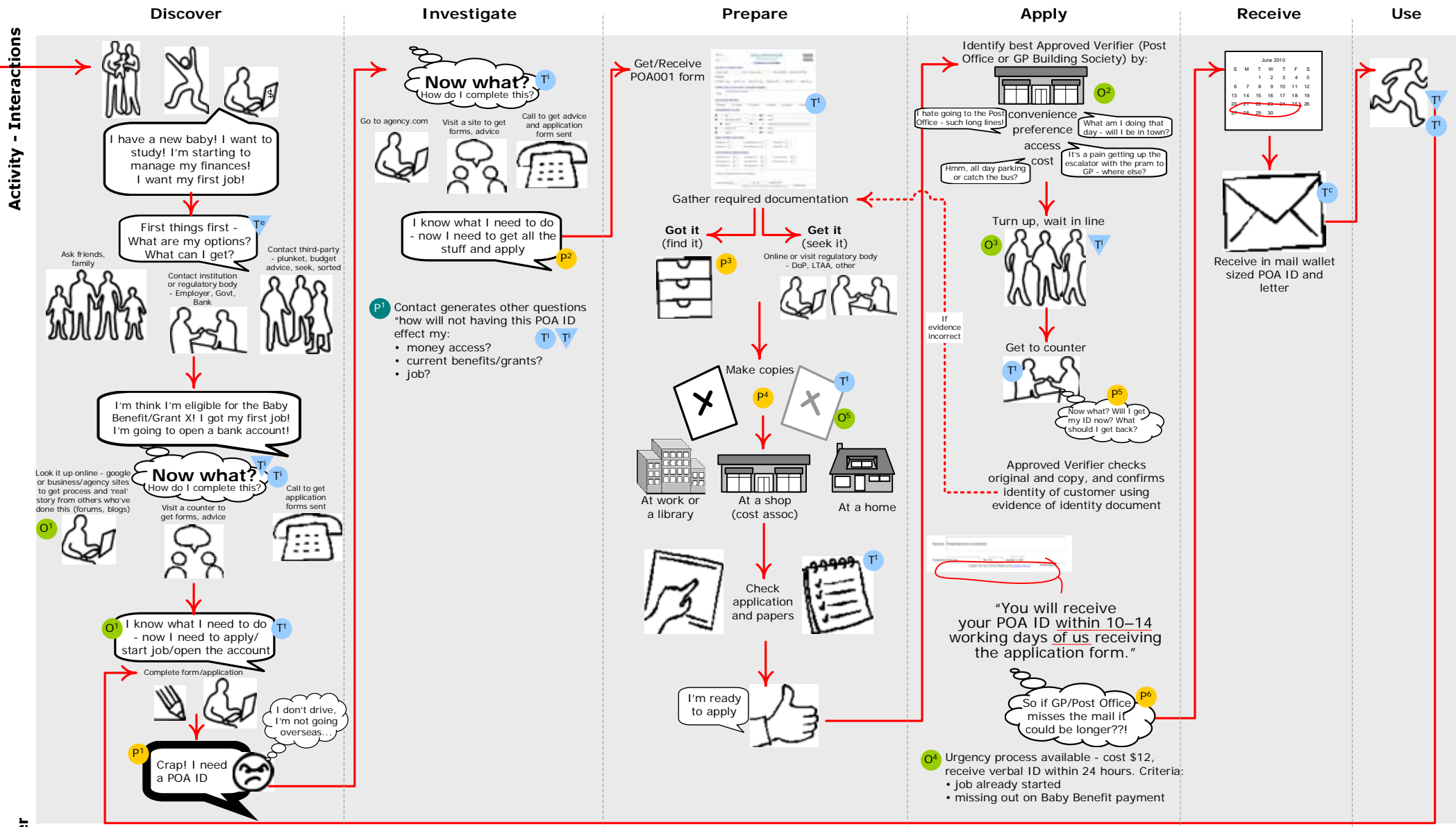
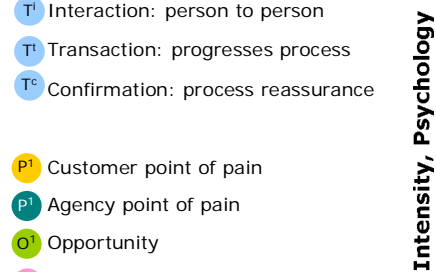
Ⓢ Confirmation: process reassurance

Ⓢ Customer point of pain

Ⓢ Agency point of pain

Ⓢ Opportunity

Ⓢ Customer point of pleasure



Touchpoints - Agency, Other	Discover	Investigate	Prepare	Apply	Receive	Use
Online	• agency.com • Banks sites • money.com • Plunket.com • study.com • tertiary institutions sites • benefits.com	• agency.com	• agency.com	• agency.com	• agency.com	• GP and Post sites
On call	• Agency call centre • IVR phone	• Call centre for above • Employer HR, payroll		• Call centre for above • Call centre for Post, GP	• Agency call centre	• Post Office • GP
On site	• Agency counter	• Employer payroll		• Call centre for above		
On paper	• POA001	• New employment forms • Grant Application • Bank enrollment form	• POA126		• Evidence of ID + copies docs • Letter • Proof of Age ID card	

Opportunity to improve/enhance service

- O1 To ensure the right education info is available identify application touchpoints as well as popular blogs (and similar) that provide advice and support them with right information
- O2 To make it easier to decide on best location provide list of Verifiers in Agency site with link to google maps
- O3 Provide in-store visuals or pamphlets to describe process while people wait. For those who urgently need the ID and don't realise until they're in line this could help pre-educate them and relieve some anxiety before they get to the counter.
- O4 Consider making the 'urgency' process the actual process. If we can do this in 24 hours and it costs \$12 what is the cost of calls we deal with when people ring to find out status.
- O5 Could consider removing customer cost of photocopying and subsidising Approved Verifiers to provide the service. Goodwill cost to Agency is minimal, but stress relief and real cost saving to customer - after all it's use that says it should be in paper form.

Points of pain and possible mitigation (if applicable)

- P1 Because education information is about a different application process the need for a POA ID is not prominent. This causes real pain and frustration when it's discovered because instead of one process they have to do two. See O1
- P2 Annoyed that whole new process required takes 2 weeks + the time it takes for them to get their information together. Makes a real dent in view of Agency: "It's just red tape and I need that money!" Bright spot is when they know they're on track. Could leverage this with O1 O4
- P3 High stress due to importance of papers
- P4 Cost incurred for photocopying, additional cost may be due to accessing photocopy facilities. See O5
- P5 Not knowing exactly what will happen at counter causes anxiety. See O3
- P6 Not knowing when POA ID will be received has potential financial impact and stress on customer. Could result in calls seeking reassurance and resolution. See O3 O4

NB: This is an example Customer Experience Map. The information is based on hypothetical, made-up and purely fictitious scenarios and service, so if something doesn't make sense (like why else would I use this POA ID) move-on because this Map is for content illustration purposes only.