

Customer: Large UK Retail Banking Group

# Customer Journey Dashboards

Using advanced data engineering and visualisation to reveal the hidden truths of customer experience – enabling our client to focus their transformation investments on the highest impact improvements.

## Situation

*“Investments in improving customer journeys were based on intuition and incomplete data”*

There is no such thing as a standard customer journey. Every customer is unique and their behaviour is often complex and unpredictable. Creating outstanding customer experience requires a deep understanding of how people actually behave in the real world... a challenge when their electronic footprint spans many disparate systems.

## Value Goal

To enable customer journey owners to uncover issues and trends across their end-to-end customer journeys. Then to support deep-dive analysis to direct action towards improving customer experience.

## Our Approach

### Unbounded questioning

We started by putting business users at the heart of our analysis, using design thinking to uncover everything they wished they knew about their customers - from the web pages they visit to the reasons they choose not to take up offers targeted at them.

### Data innovation

Our architects worked with the business to create connections between the systems their customers traversed - appointments, complaints, applications and more - connections which had never before been possible. We translated their vision into a technology blueprint for our engineers, who stitched together webs of interactions, revealing for the first time the actual paths trodden by real customers.

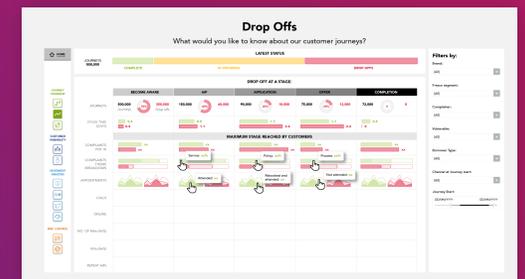
### Interactive information design

Our information designers created innovative visualisations to represent complex patterns of behaviour simply, highlighting customer journeys that appeared anomalous and enabling the business to clearly see the problem areas.

# Results

We integrated and visualised our client’s highest priority customer journeys in just 12 weeks.

Our analysis triggered our client to redefine key business metrics, including mortgage application-to-offer time, based on new insights revealed about typical journeys.



## Impact

This new perspective on customer experience and the insights it gave fundamentally altered the way change activities were defined and massively increased the impact of transformational investments in each customer journey.

Such was the impact of the initial 14 dashboards that the Board requested they be replicated for all of the priority customer journeys across the Group.

