

### The Challenge

Ameo was commissioned to produce a map of future customer journeys by a newcomer to the residential energy market. The company had recently expanded from the business-to-business sector, and it had an ambitious plan to become a digital-first business.

Typically, this would mean engaging with existing customers, but with our partner being a new entry to the market, we were instead asked to identify journeys from scratch. This gave us a rare opportunity to create a 'model' journey map based upon best practice from across the sector.

### The Outcome

Ameo delivered an optimal customer journey map built around touchpoints and moments of truth. For the first time, our partner was able to experience customer journeys from the customer's perspective rather than its own.

The map set out a range of journeys, which were then gathered into six 'swim lanes' (strings of journeys specific to one team in the company).

Alongside the journey map, we provided a content matrix containing all the information used to generate the map. This meant the journey map could be rearranged or updated if needed.

Our work paved the way for the full roll-out of the company's digital initiative.

### The Engagement

A customer journey is essentially a discrete question, action or event which contributes to the customer-provider relationship. Working as part of the client's own team, Ameo flagged up 47 such journeys, which were pieced together to make up the map.

With no customers to interview, we used experience and best practice to map out the journeys. While we relished the chance to create a 'model' journey map, we also took steps to ensure our output remained realistic. In particular, we organised workshops to give company stakeholders the chance to discuss and validate our findings.

Our engagement coincided with a companywide branding exercise. As part of this exercise, we were required to identify seven "epics" - moments of truth in the customer journey which had the potential to be dealbreakers (such as sending the wrong bill). We were able to highlight these while retaining our focus on the map as a whole.

Alongside the branding exercise was a strong focus on digital working. With the spotlight firmly on these two activities, there was an important role for us in ensuring that processes continued to be driven by customer experience.