

Are you experienced?

Part 1: Brilliant client journey mapping

What does it feel like to be your client?

How do you want your clients (and prospects) to feel?

To answer these questions you need to understand two things.

First, what the client journey looks like. Second, what the client experience looks like.

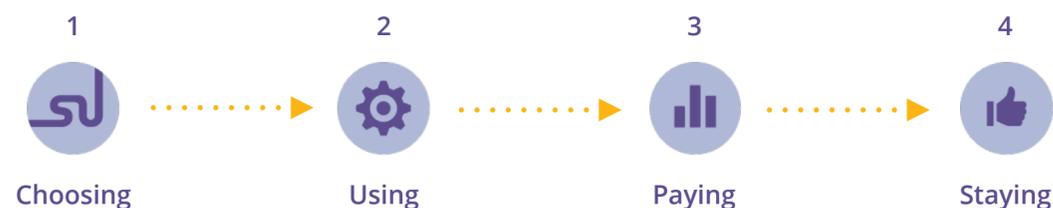
Imagine you need to instruct a professional firm. It could be an accountant, an actuary, a law firm or a real estate consultancy.

You might be the HR director for a large corporate or the finance director for a charity. Perhaps you're the head of legal for an SME. Maybe you're a private individual or run a family business.

How do you find and then select a firm? What's it like when you're working together, from the very first meeting to receiving the bill? What happens between paying the bill and the next time you need advice?

A good starting point for thinking about the client journey is to break it down into four stages - choosing, using, paying & staying. All you need to do then is identify every interaction you have with clients & potential clients at each stage.

The journey



Every client experience has three ingredients. You need to include all three in every client interaction.

First, the functional. Can the client do what they need to do? Second, the accessible. Is it easy for the client? Last, the emotional. How does it make the client feel?

What clients remember about working with you is how you made them feel. It's the emotional ingredient that will make them come back to you and recommend you to others. A positive emotional experience equals loyalty & advocacy.

So you need to understand how your clients feel. More than that, you need to understand how you want them to feel & how to make that happen. Then you can deliver a brilliant & distinctive client experience that delivers repeat business.

The experience



The upside of really understanding the client journey & the client experience

In 2015 KPMG identified the UK's top 100 customer experience champions.

Those organisations achieved double the 5-year revenue growth of the FTSE 100. Those in positions 1-10 grew revenues by £43m more every year than those in positions 11-100.

In the US, Forrester identified the S&P500 customer experience leaders & laggards.

Between 2007 - 2014 the index as a whole delivered a cumulative return of 72.3%. Forrester's customer experience leaders delivered a return of 107.5%; the laggards a return of just 27.6%.

Your people don't do the things you say in your marketing.

You measure what's easy, not what's most important.

You don't know what the priorities for action are.

You waste time & effort on things clients don't value.

You don't know how fast client expectations are changing.

You don't know how easy it is for people to do the right things.

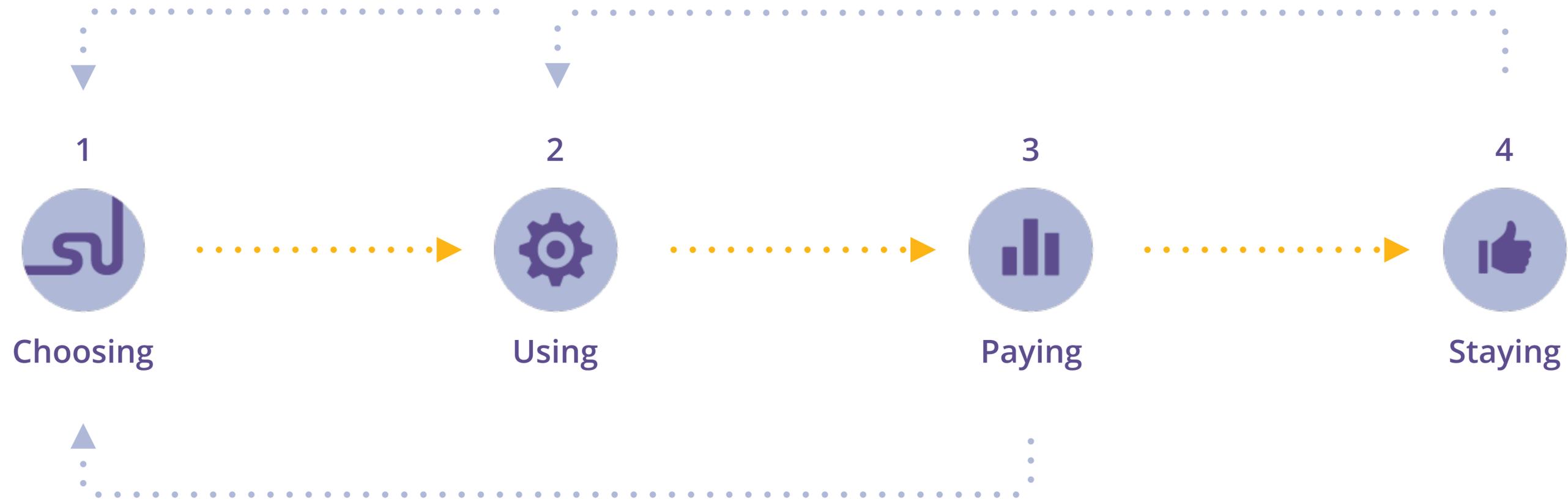
The downside of not understanding the client journey & the client experience

Part 1: The client journey.

A simple way to think about the client journey in professional services.

Even if a loyal client has to put their next piece of work out to tender, deliver a great experience and you'll be in pole position next time they're choosing.

Deliver a great experience and you create long term client loyalty. Clients stay with you and give you the next job automatically. Rather than going right back to choosing, they short-circuit the client journey and come back in at the using stage.



Deliver a bad experience and the client will go somewhere else next time. After paying, they go back to choosing again and never move on to staying.

Each stage - choosing, using, paying & staying - will contain a number of different interactions. You need to identify & understand all of them.

Use this framework.

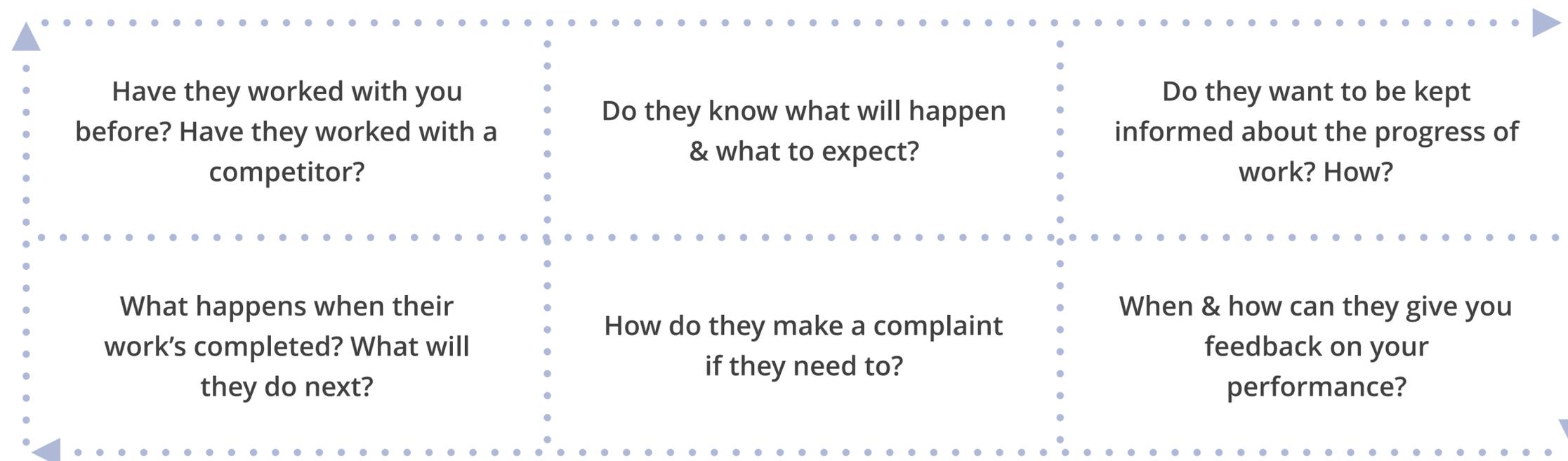
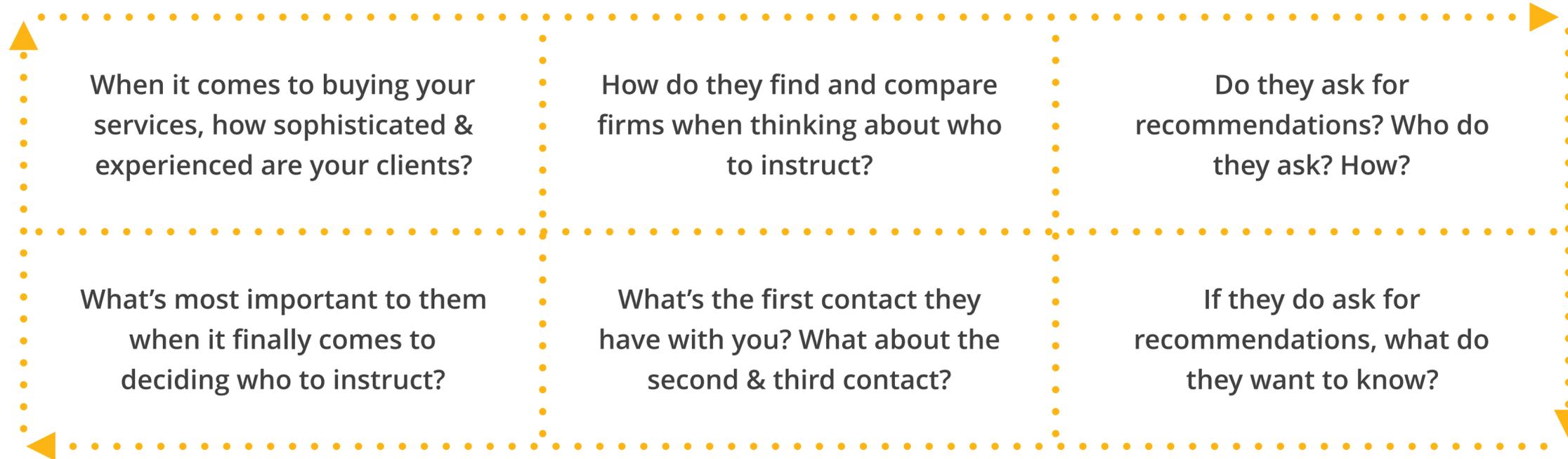


The interactions within each stage may vary depending on the type of client.

Answering some important questions will help you understand where and how those interactions may vary.

1

Choosing

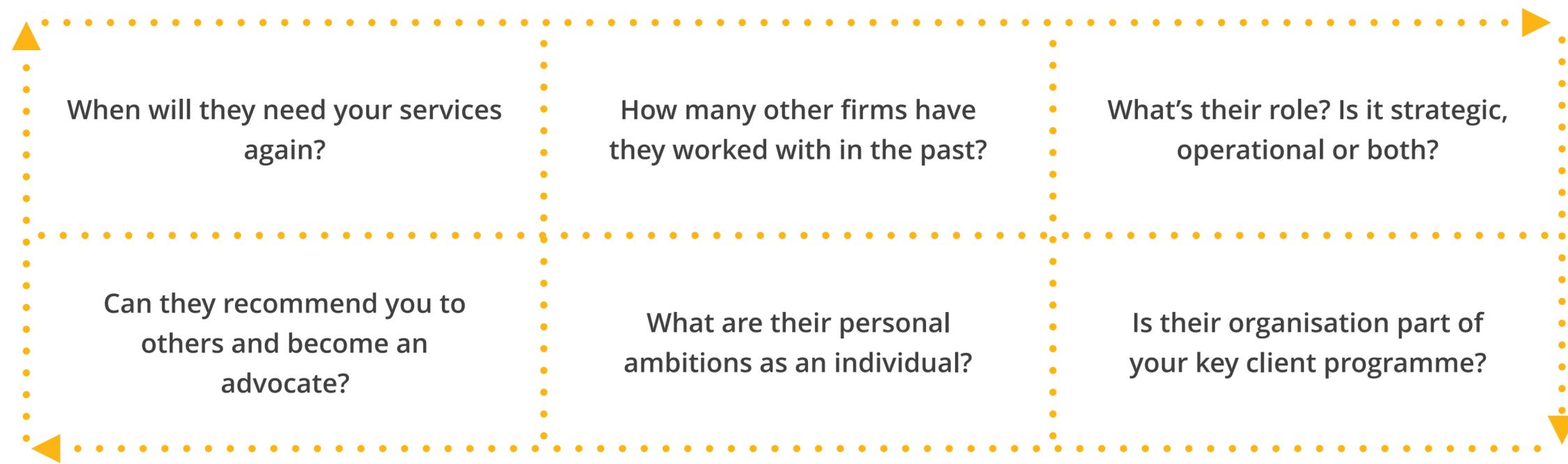
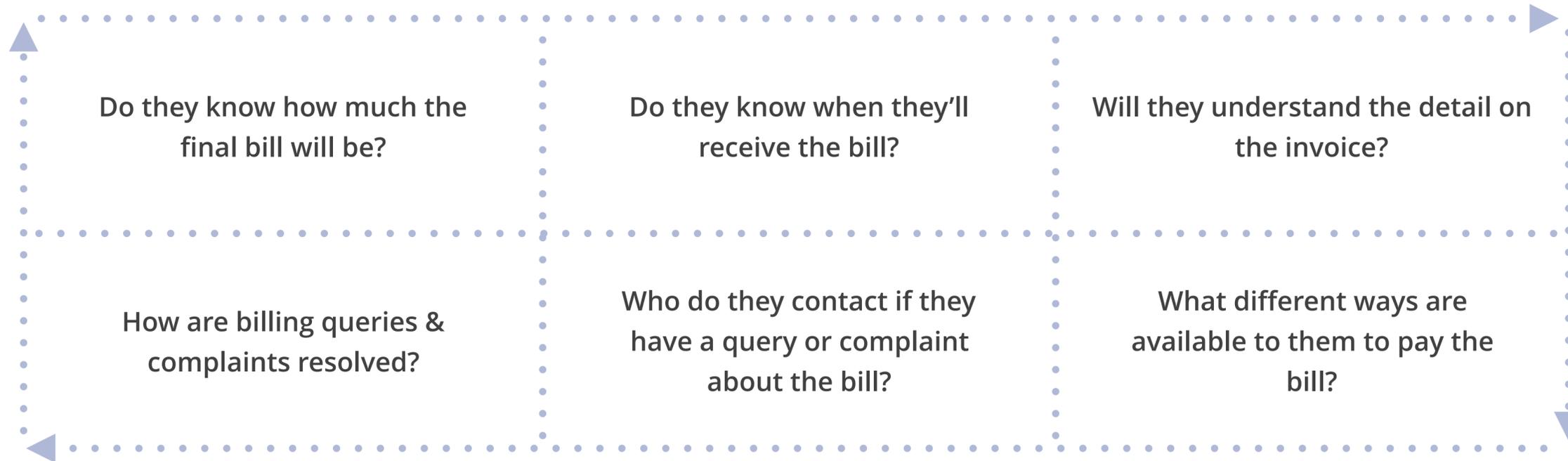


2

Using

3

Paying



4

Staying

It all comes down to this.

What do you want your clients to remember about working
with you?

Thirteen helps professional firms articulate, communicate & demonstrate what makes them distinctive.

Visit www.thirteenideas.com to find out how we can help you map the client journey with your firm.

Thirteen.Be.Distinctive.