

# Customer Journey Map Example

	RESEARCH AND PLANNING			ORIGINATION			SERVICING			NEW OFFER	
	Search online	Review website	Call / Visit Process Questions	Complete application	Approval	Receive cash and receipt	Receive Payment Reminders	Make Loan Payment	Re-loan/ Refinance	Receive communications	Engage in Referral program
KEY ACTIVITIES	<ul style="list-style-type: none"> <li>Search all options</li> <li>50-75% from mobile</li> <li>Will get search ads</li> <li>Check online reviews</li> </ul>	<ul style="list-style-type: none"> <li>Review bank services</li> <li>Select a branch</li> </ul>	<ul style="list-style-type: none"> <li>Calls branch</li> <li>Gets process info</li> <li>Teller sets appt time</li> <li>Teller calls customer back to confirm valid contact (which creates stronger chance of acquisition)</li> <li>Walk-in should get greeted by teller</li> <li>Starts paper app</li> </ul>	<ul style="list-style-type: none"> <li>Teller gives paper form</li> <li>Fills out paper form</li> <li>Teller processes (10min)</li> <li>Teller does verifications with customer</li> </ul>	<ul style="list-style-type: none"> <li>Receives loan amount</li> <li>Teller offers other products</li> <li>Signs &amp; writes check</li> <li>IF UNAPPROVED: letter provided w/ codes only (directs to call or write)</li> </ul>	<ul style="list-style-type: none"> <li>Loan document is the "receipt"</li> <li>Teller gives expectations of payment process</li> <li>Teller hands them appt card</li> <li>Teller asks how they want to get money after all instructions given</li> <li>Process SMS opt-in, receive texts after origination</li> </ul>	<ul style="list-style-type: none"> <li>Receives phone call 2-3 days before due</li> <li>If accepted SMS then we won't call</li> <li>SMS'ers get reminder on due date</li> </ul>	<ul style="list-style-type: none"> <li>Bring cash or check or do ETF</li> <li>Customer receives paper receipt</li> <li>Customer can arrange payment plan</li> <li>By mail</li> </ul>	<ul style="list-style-type: none"> <li>Refinances must be completed in-branch for reprinting and addendum signing</li> <li>Bank doesn't require full app again as long as not more than year since full app.</li> </ul>	<ul style="list-style-type: none"> <li>Tellers do phone campaigns (w/ reporting)</li> <li>Auto-Emails/SMSs</li> </ul>	<ul style="list-style-type: none"> <li>Give customer referral</li> <li>If referred joins, referrer gets notified</li> </ul>
MOOD											
TOUCH POINTS											
PAIN POINTS	<ul style="list-style-type: none"> <li>Negative press from disgruntled bank customers appears in Google Search</li> <li>Inaccurate content in search results</li> </ul>	<ul style="list-style-type: none"> <li>Inconsistency between online and branch channels cause confusion on website</li> <li>Content on website not current</li> </ul>	<ul style="list-style-type: none"> <li>Paper app (need verbal consent to begin app)</li> <li>Tellers - tough to answer all incoming calls</li> <li>Branch hours don't match cust. needs</li> <li>Process consistency</li> <li>Teller training / exp.</li> <li>Lead generation app not integrated</li> <li>High wait-times to get to teller window at-peak times</li> </ul>	<ul style="list-style-type: none"> <li>Employment verification</li> <li>Employer willingness to provide info</li> </ul>	<ul style="list-style-type: none"> <li>Contract length (e.g. a lot of contract legalese)</li> <li>Physical checks required</li> </ul>		<ul style="list-style-type: none"> <li>Multiple phone calls and reminders</li> </ul>	<ul style="list-style-type: none"> <li>Plan has too much paperwork</li> </ul>	<ul style="list-style-type: none"> <li>Teller turnover</li> <li>Redundant/ Required verification steps</li> </ul>	<ul style="list-style-type: none"> <li>Often receive multiple reminders for same offer</li> </ul>	<ul style="list-style-type: none"> <li>Fraud abuse</li> </ul>
OPPORTUNITIES	<ul style="list-style-type: none"> <li>Lead gen</li> <li>Direct mail targets should leverage pre-populated application data</li> <li>Research other sites' referral impacts on driving business</li> <li>Establish Cust. Sat. program</li> <li>Promote BBB/ Yelp rating/revs</li> </ul>	<ul style="list-style-type: none"> <li>Leverage educational videos to help evaluate alternatives</li> <li>Shopping data to improve the mktg team's content/type</li> </ul>	<ul style="list-style-type: none"> <li>Allow starting application via phone</li> <li>Re-route branch calls to a call center</li> <li>Improve communication to ensure all needed documents are brought to branch</li> <li>Omni-channel awareness of business across channels</li> </ul>	<ul style="list-style-type: none"> <li>Ability to send missing docs online (to the branch)</li> <li>Verify employment and banks online</li> <li>Require valid email and use confirm link</li> <li>Live agent video chat (replace in-person connection)</li> <li>Improve efficiencies in branch lines to speed up loans (e.g. scan drivers license, Wi-Fi in lobbies for application entry)</li> <li>Use paperless contract</li> </ul>			<ul style="list-style-type: none"> <li>Offer ability to customize reminders (frequency and method)</li> <li>Take tellers away from payments and reminders procedures so they can focus on customer engagement</li> </ul>			<ul style="list-style-type: none"> <li>There's a gap in understanding of customers financial life, financial education and how they manage</li> </ul>	