



Customer Dimension  
Analytics

# *Process Mining & Customer Experience*

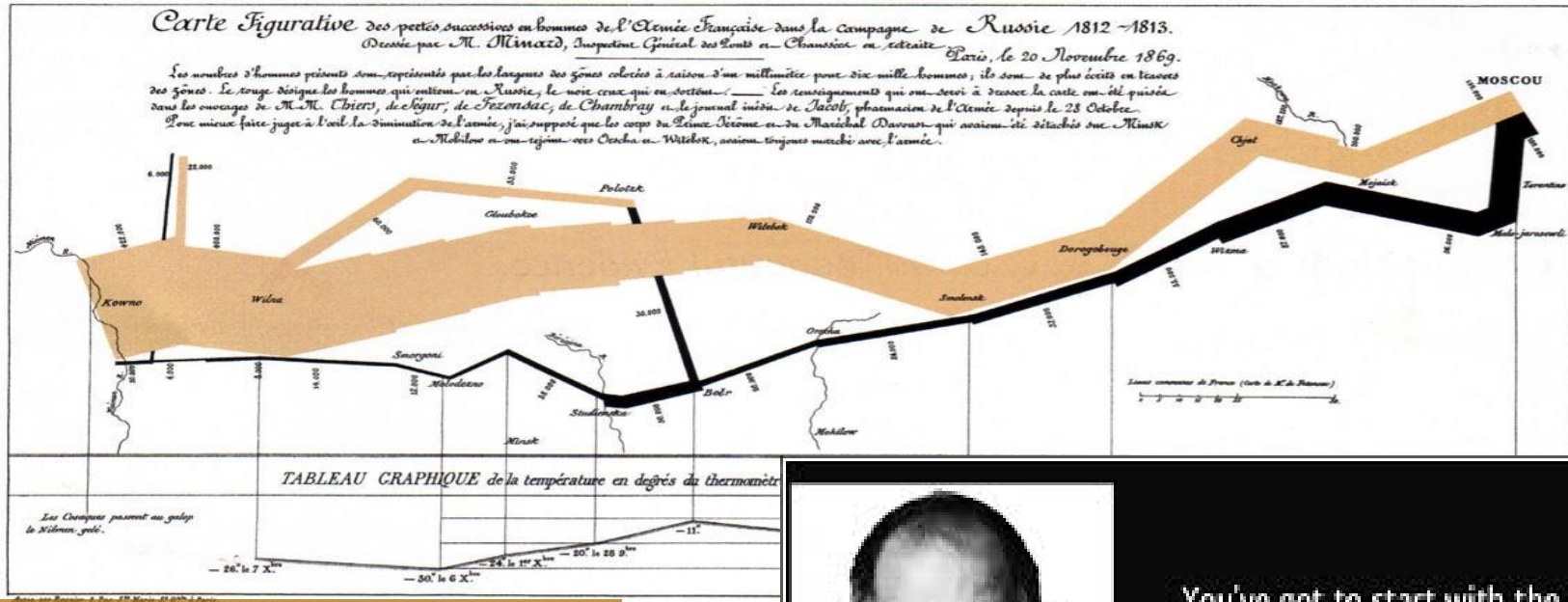
**Shaun Moran**

June 18<sup>th</sup> 2014



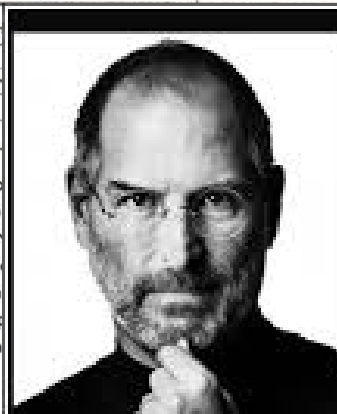
# Introduction

Experience is something **personal**, it belongs to each and everyone of us.  
But how do we describe what it is and how do others understand it?



This map drawn by Charles Joseph Minard portrays the losses suffered by Napoleon's army during the Russian campaign. In September, the army reached Moscow with 100,000 men. The path of the army is shown in red, and the path of the retreating army is shown in black. The map includes a temperature graph below it, showing the extreme cold during the retreat. The remains of the Grand Armée are shown in black, and the path of the retreating army is shown in red. The map is a two-dimensional surface, direction of the army's movement, and temperature are represented by the color and length of the zones.

Great visualisation can really help in creating a context where people can sense the experience — **Napoleon's March**



You've got to start with the customer experience and work back toward the technology - not the other way around.

(Steve Jobs)

Best Innovator and Corporate Leader of our day  
recognised the importance of Customer Experience



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**'Get the Full Picture'.**

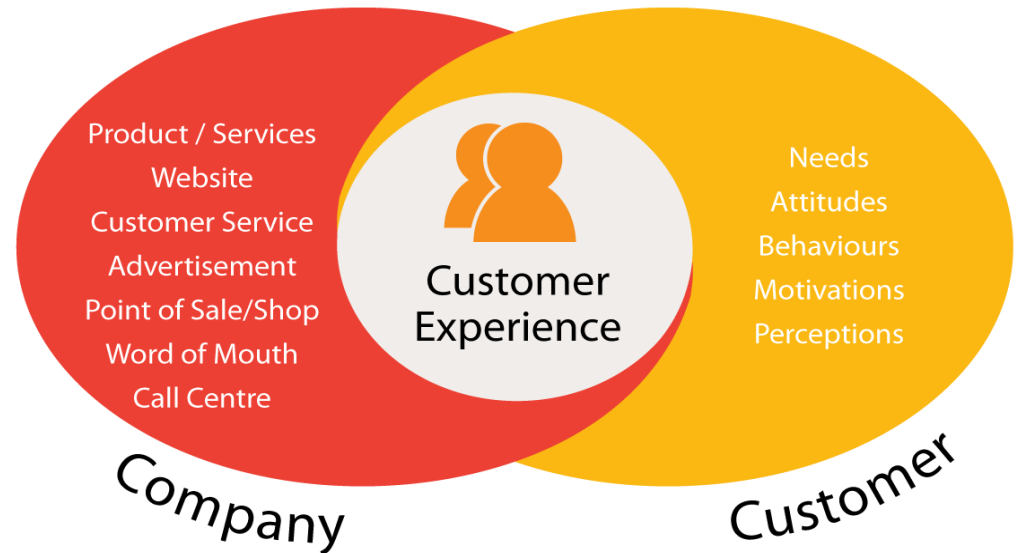
# What is it and why does it matter?



**Customer Experience (CX)** is the sum of all experiences a customer has with a supplier of goods and/or services, over the duration of their relationship with that supplier.

This can include awareness, discovery, attraction, interaction, purchase, use, cultivation and advocacy.

It can also be used to mean an individual experience over one transaction; the distinction is usually clear in context.



***Understanding Customer Experience enables you to strengthen your relationship with your customers***



# Customer Experience – Different people want different things

Personality is expressed through behaviour

- Purchasing is a behaviour

*Therefore*

- Personality dynamics drive purchases

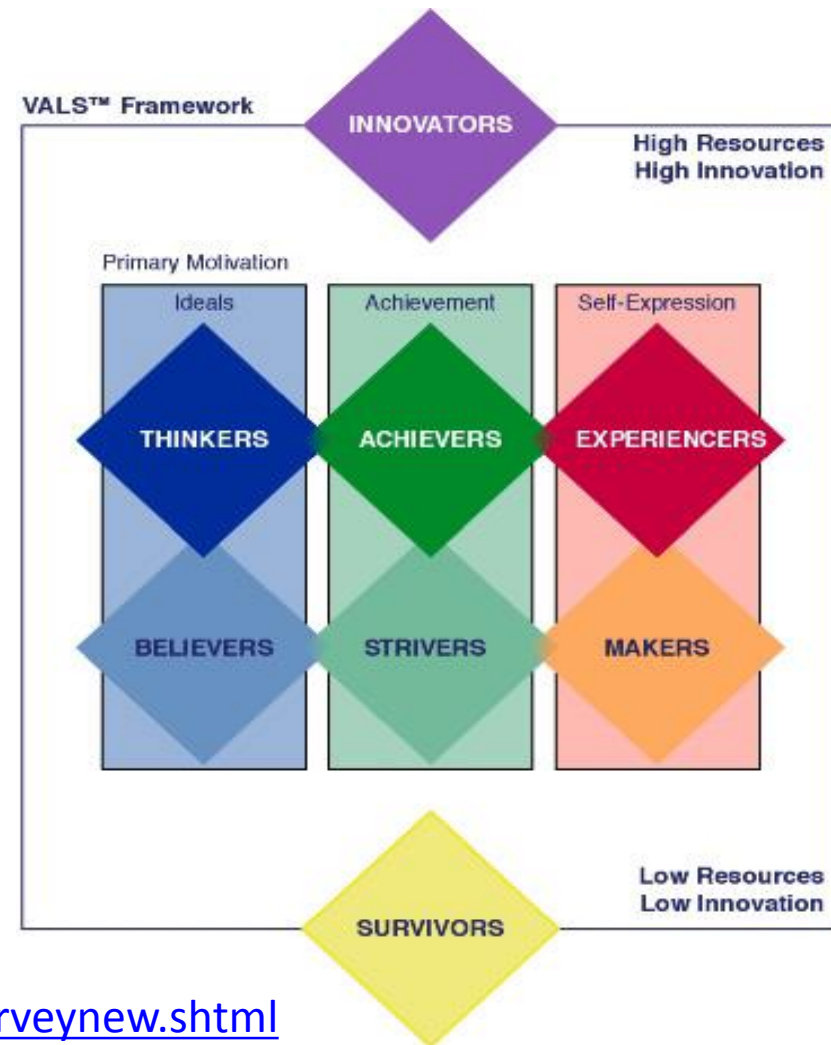
*Personality + Key Demographics = Individuals Resources*



*Individuals Resources Level enhances or constrains an individuals expression of his/her primary motivation*

Want to know what you are?

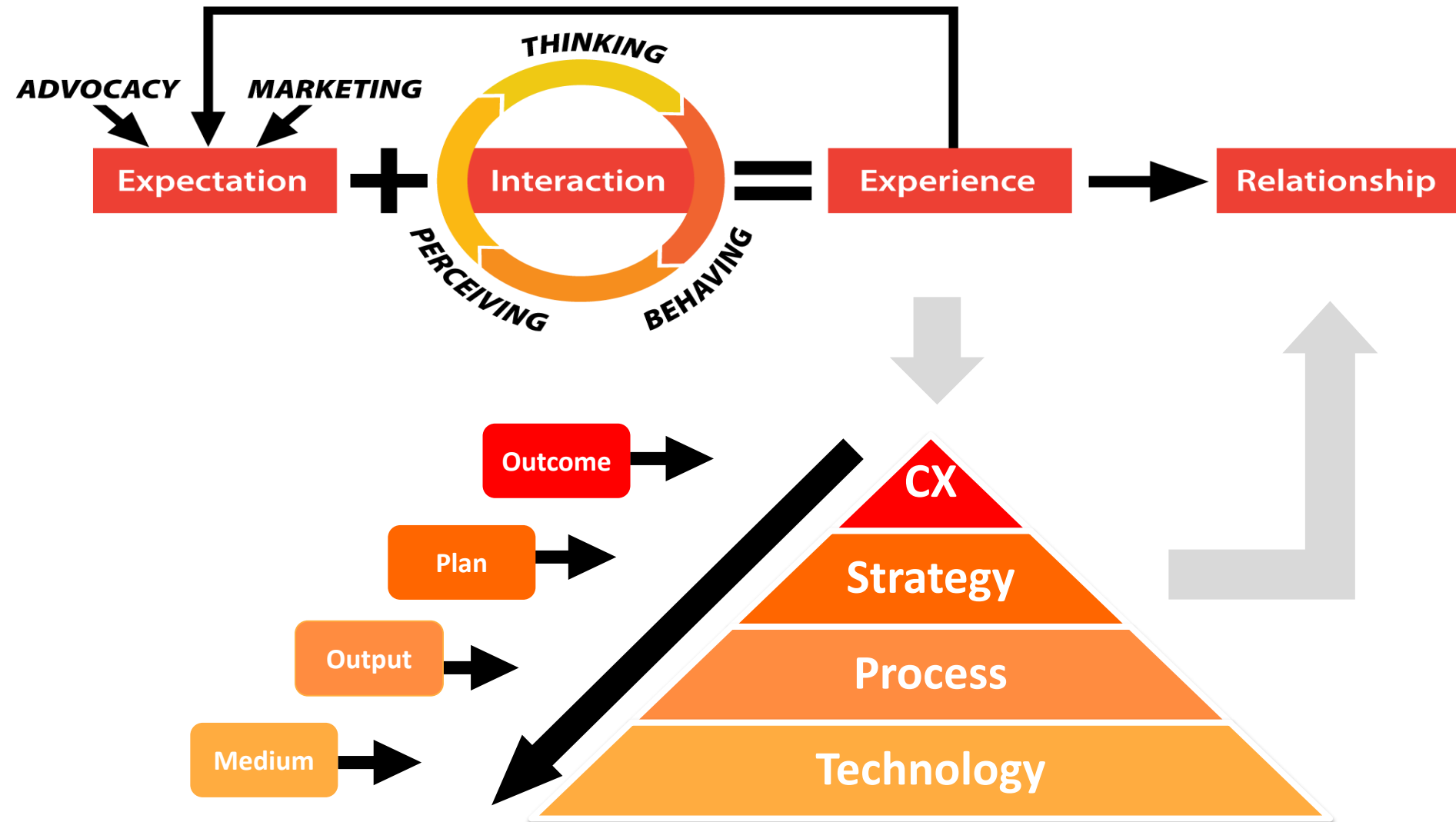
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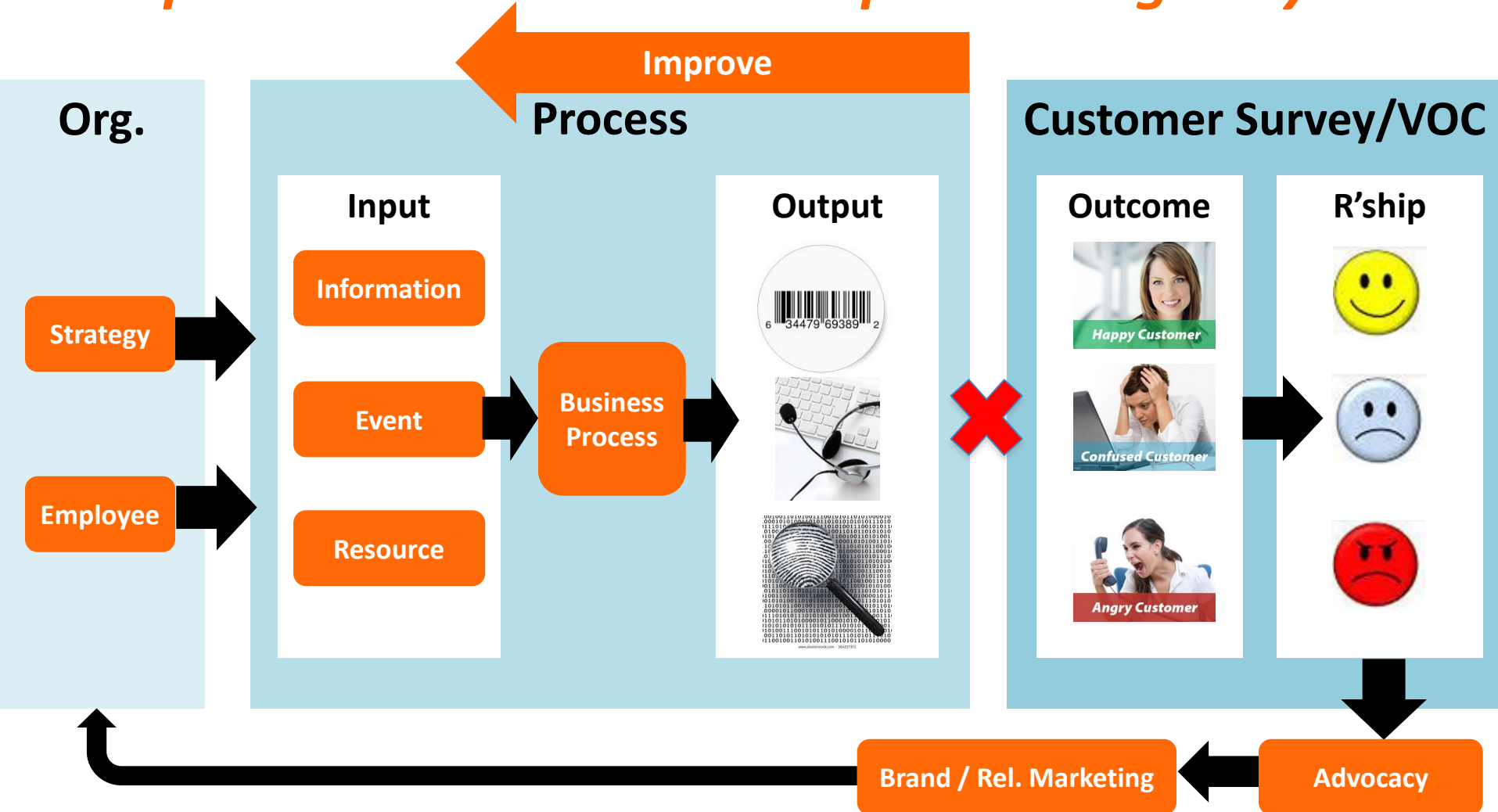
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*'Get the Full Picture'.*

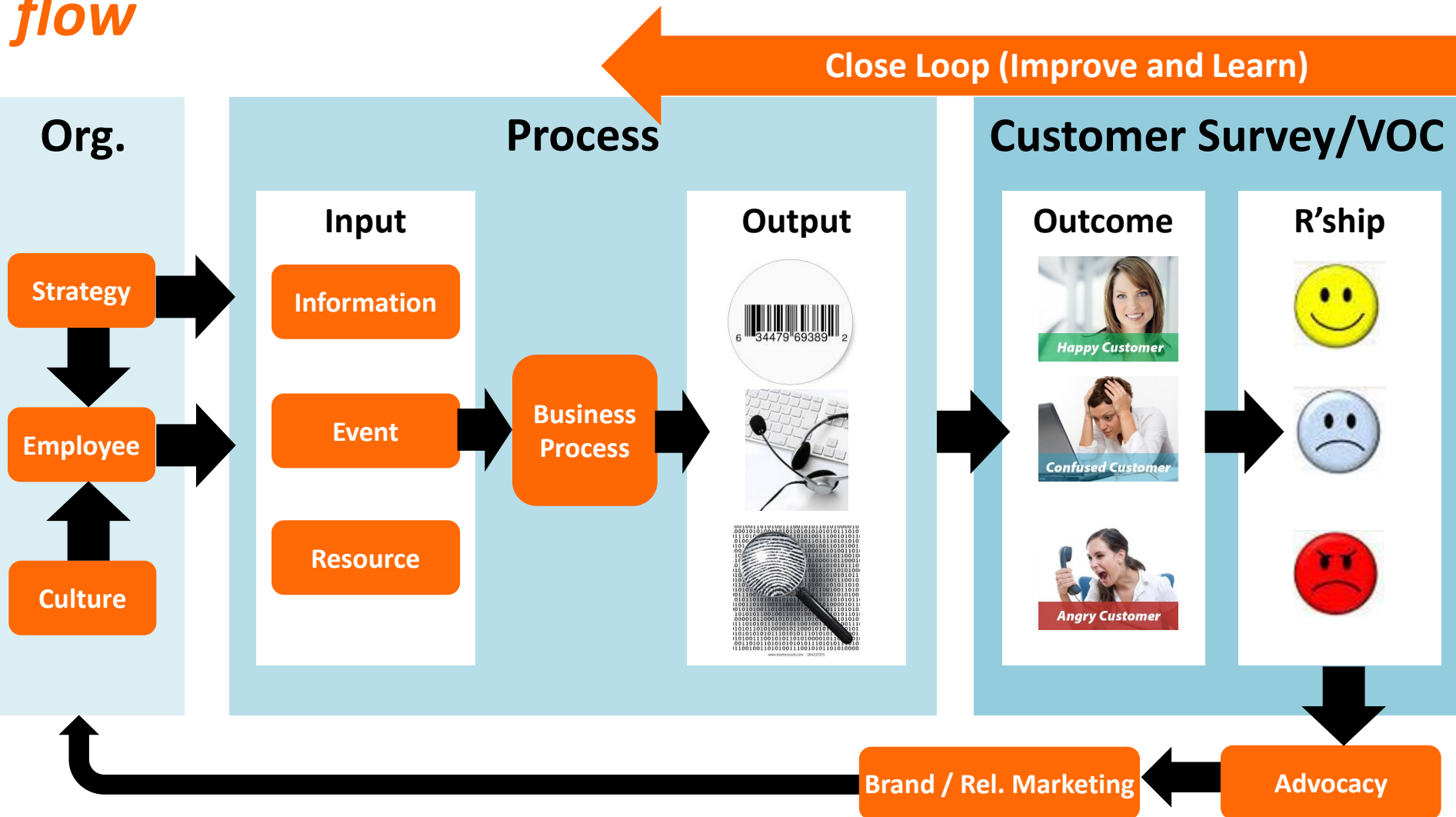
# Where does CX fit in? How does it stack up?



# *'As Is' Situation – One Dimensional View. Customer Perception is not connected to process logically*



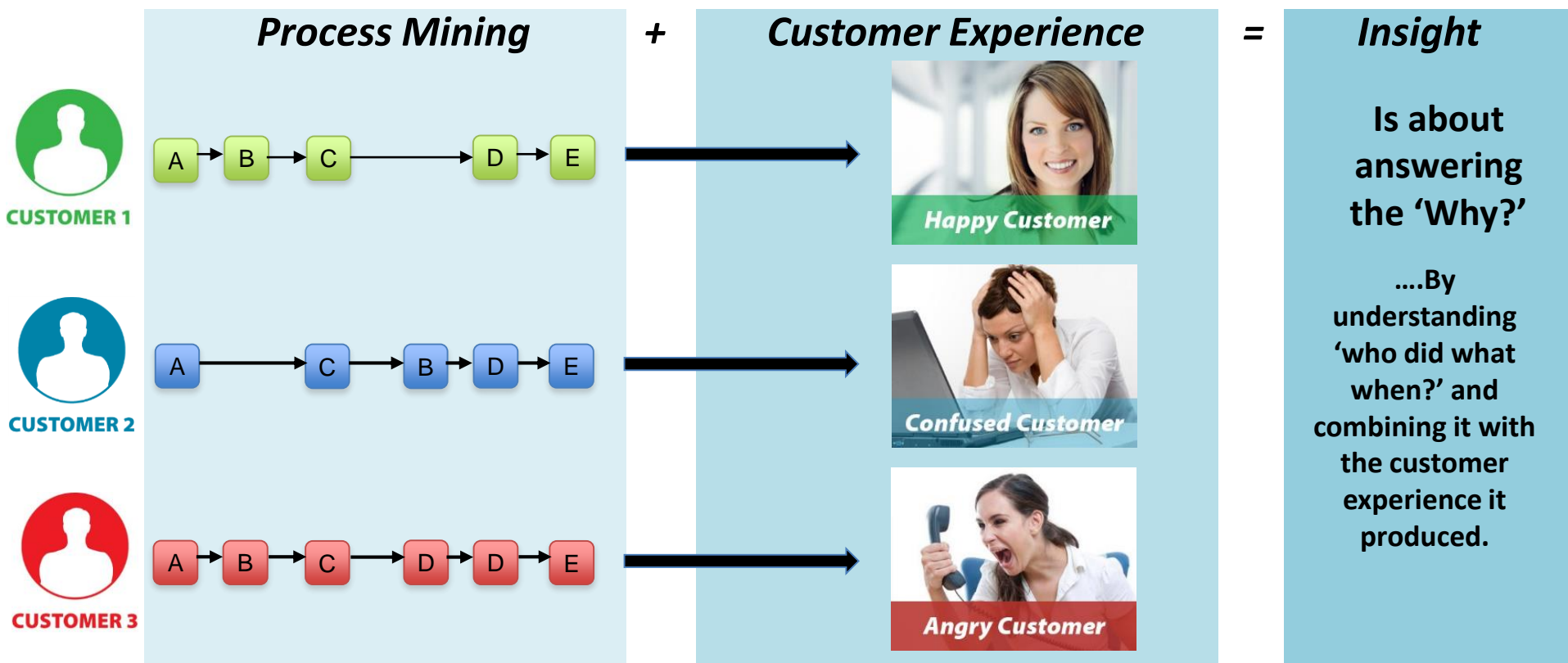
# Connecting Process to Customer Experience enables flow





# How Process Impacts Experience

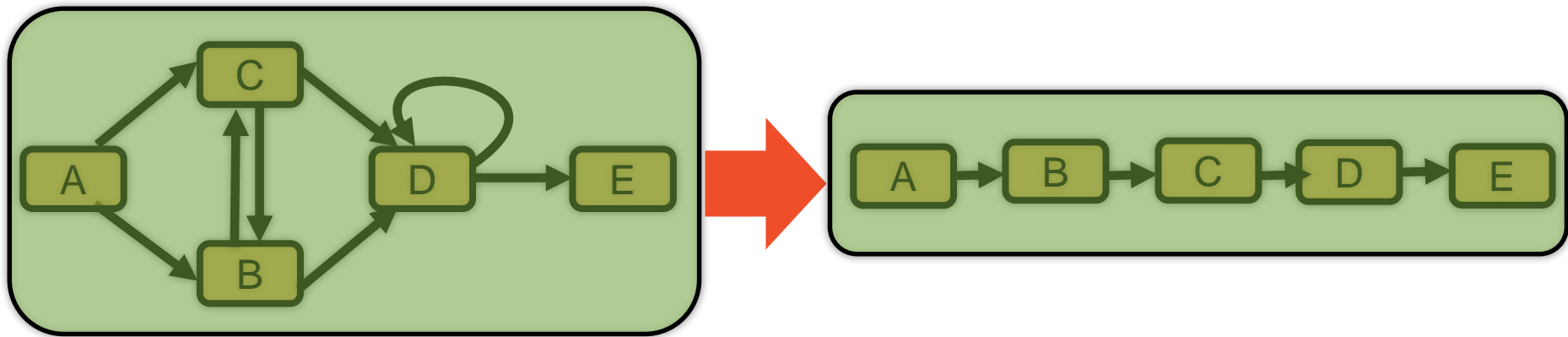
*Why are all my customers not happy with my service?*



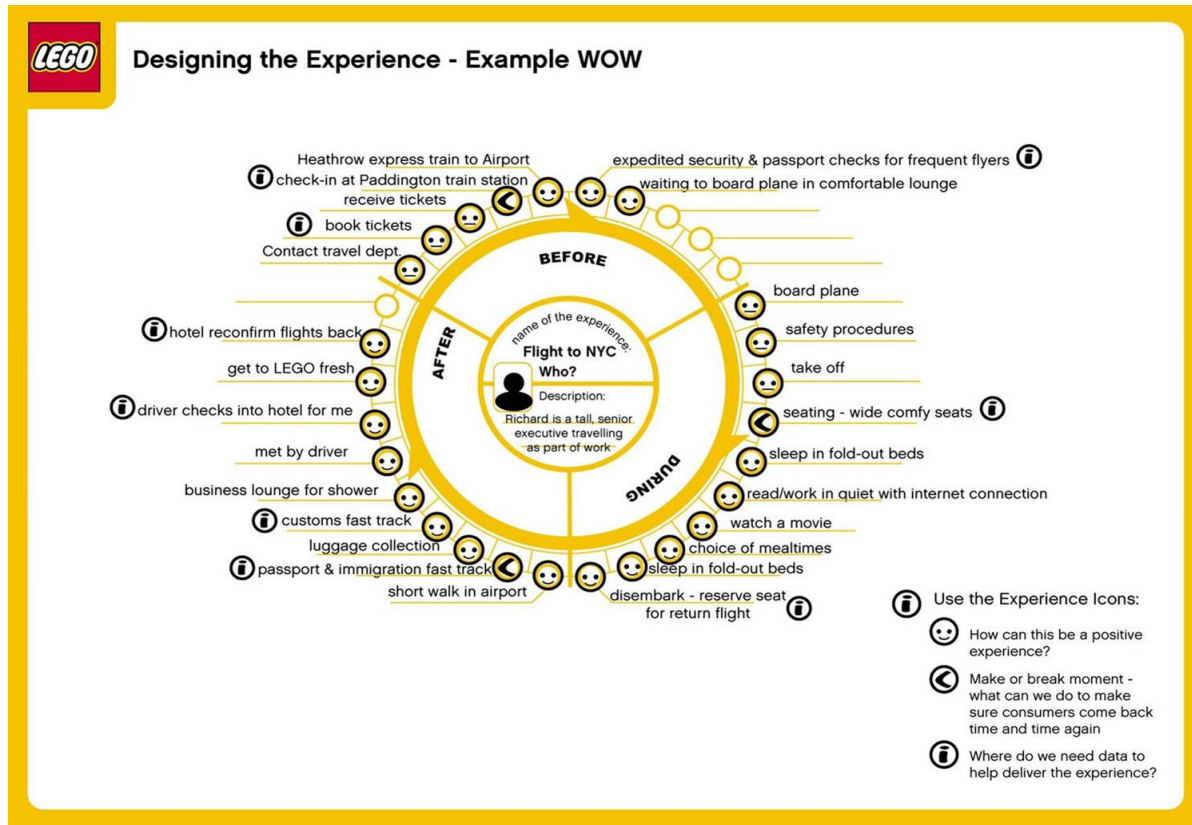


# How Process Impacts Experience

*Process (Mining) + (Customer) Experience = Customer Journey*



# Customer Journey Mapping - Viewing the interaction through their eyes



***'Moment of Truth' - Touch points in your process, but it's their experience.***



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***'Get the Full Picture'.***

# *Kano Model Builds Your Brand Experience and Perception Through 3 Actionable Dimensions*



**BASIC  
NEEDS**



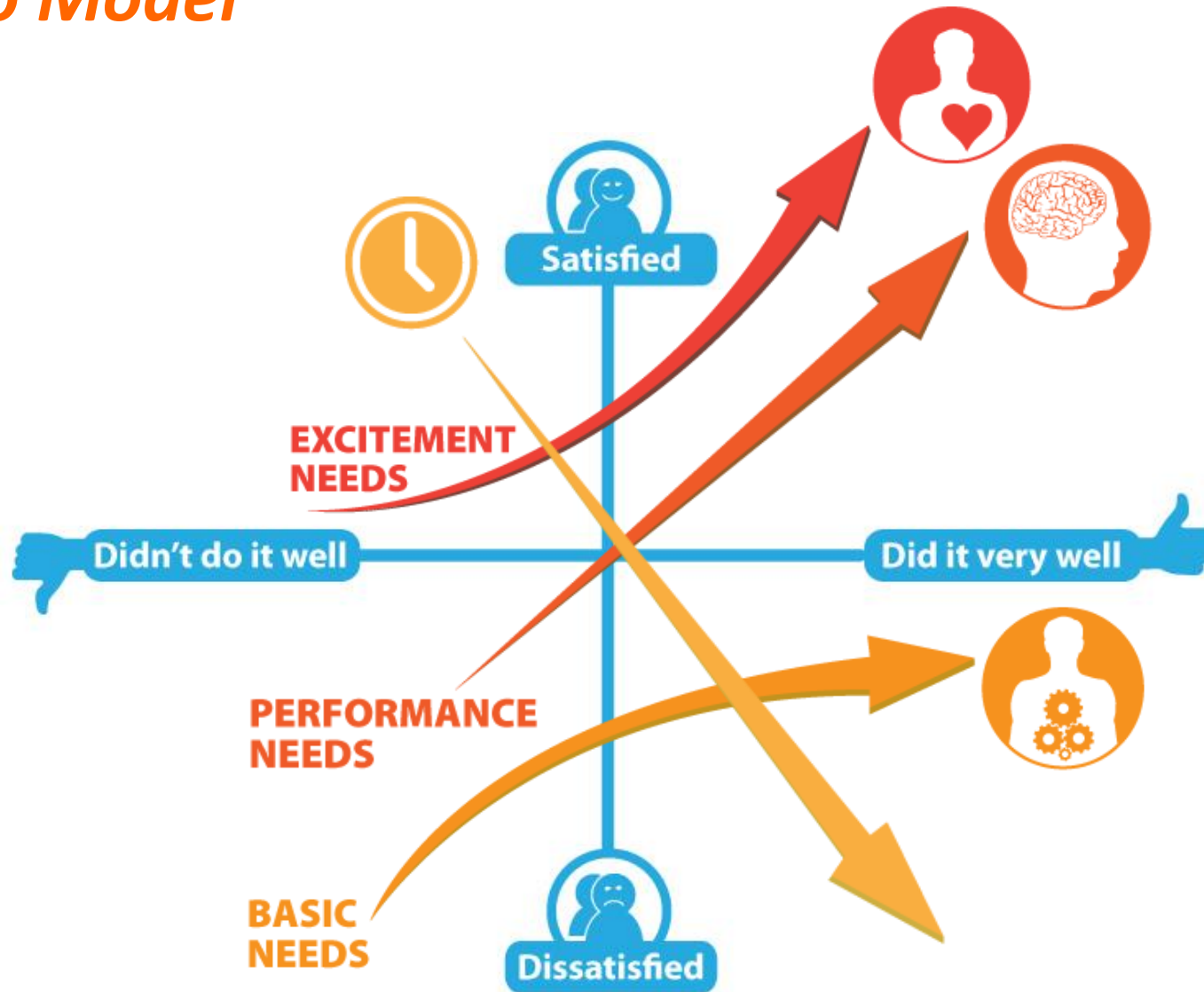
**PERFORMANCE  
NEEDS**



**EXCITEMENT  
NEEDS**



# Kano Model





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*Thank You*

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