



EMOTION MAPPING ALONG THE CUSTOMER JOURNEY

How one swim school franchise is capitalizing on CX strategy research to better understand its customers, meet their needs, and improve their overall experience

 **Martec**
Extraordinary. Intelligence.

In partnership with



CX AT GOLDFISH / BACKGROUND

THE [OLD] GOLDFISH SITUATION

- A leadership team with nearly 100 collective years of franchise experience
- Traditional silos between Marketing, Operations, Technology, Curriculum
- Understanding of customer experience within their silos, but no understanding of how to fill those gaps
- Partner needs:
 - Assess the customer experience
 - Identify key challenges/pain points
 - Brainstorm and determine attractiveness of new CX focused concepts

MAPPING MEMORABLE MOMENTS

Moment when a customer chooses to interact with that specific brand

TRIGGER

PEAK

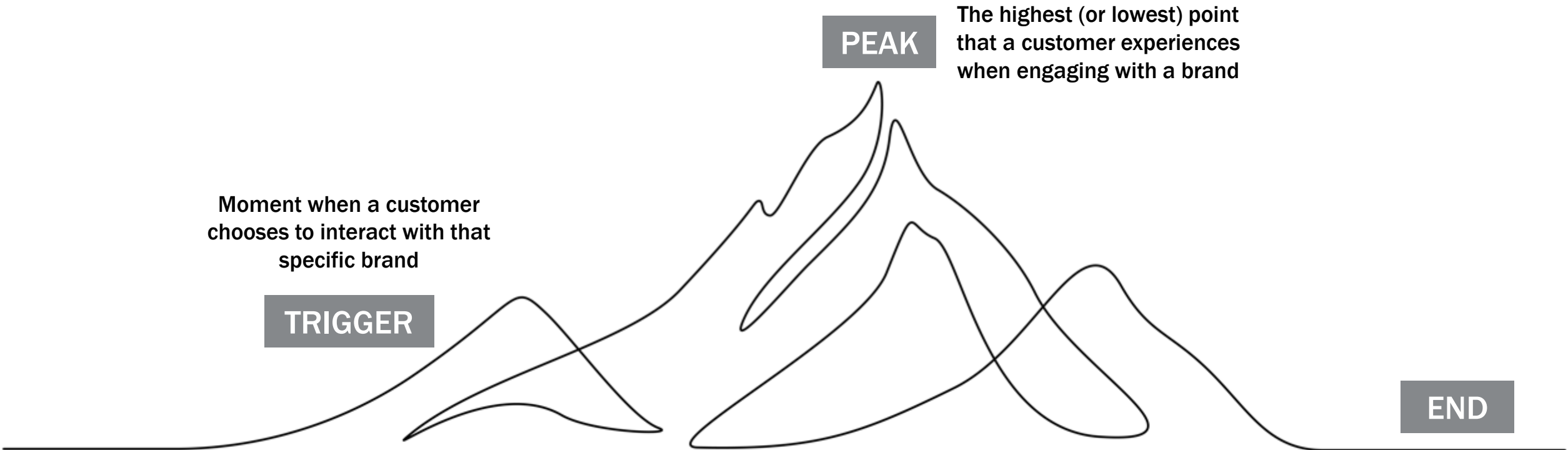
The highest (or lowest) point that a customer experiences when engaging with a brand

END

BEGINNING

All the ways that a brand and customers engage behind the scenes before the customer decides to interact

The lasting impression a customer has of their experience with the brand



MARTEC'S 5D APPROACH TO CX STRATEGY DESIGN



GOAL OF CX AUDIT

Map, characterize, and quantify specific emotions felt at each stage of the customer journey to understand peaks/valleys and create strategies to improve customers' experience.

PROCESS

Utilize Martec's proprietary emotion intelligence tool – along with human-supported “augmented intelligence” – to score and map emotions along the customer journey.

OUTCOME

Identified valleys in the customer journey – and divergence amongst different personas – to strategize concepts to improve these low points.

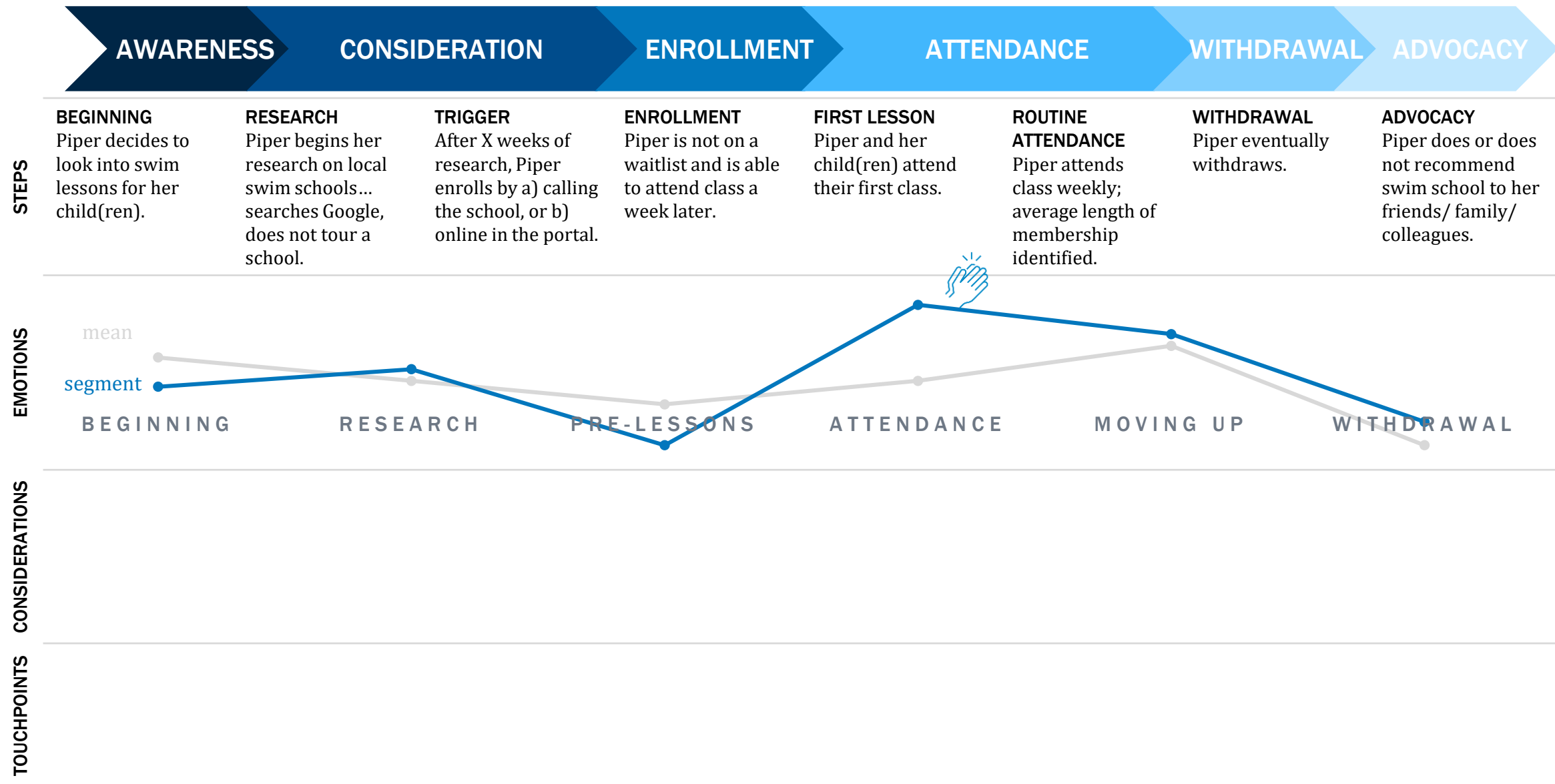
PLEASED PIPER – CUSTOMER JOURNEY MAP

	AWARENESS	CONSIDERATION	ENROLLMENT	ATTENDANCE	WITHDRAWAL	ADVOCACY		
STEPS	BEGINNING Piper decides to look into swim lessons for her child(ren).	RESEARCH Piper begins her research on local swim schools... searches Google, does not tour a school.	TRIGGER After X weeks of research, Piper enrolls by a) calling the school, or b) online in the portal.	ENROLLMENT Piper is not on a waitlist and is able to attend class a week later.	FIRST LESSON Piper and her child(ren) attend their first class.	ROUTINE ATTENDANCE Piper attends class weekly; average length of membership identified.	WITHDRAWAL Piper eventually withdraws.	ADVOCACY Piper does or does not recommend swim school to her friends/ family/ colleagues.
EMOTIONS								
CONSIDERATIONS								
TOUCHPOINTS								

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EMOTIONS	We can GUESS – based on qualitative interviews. But how can we QUANTIFY? How can we SCALE?							
CONSIDERATIONS								
TOUCHPOINTS								

PLEASED PIPER – CUSTOMER JOURNEY MAP



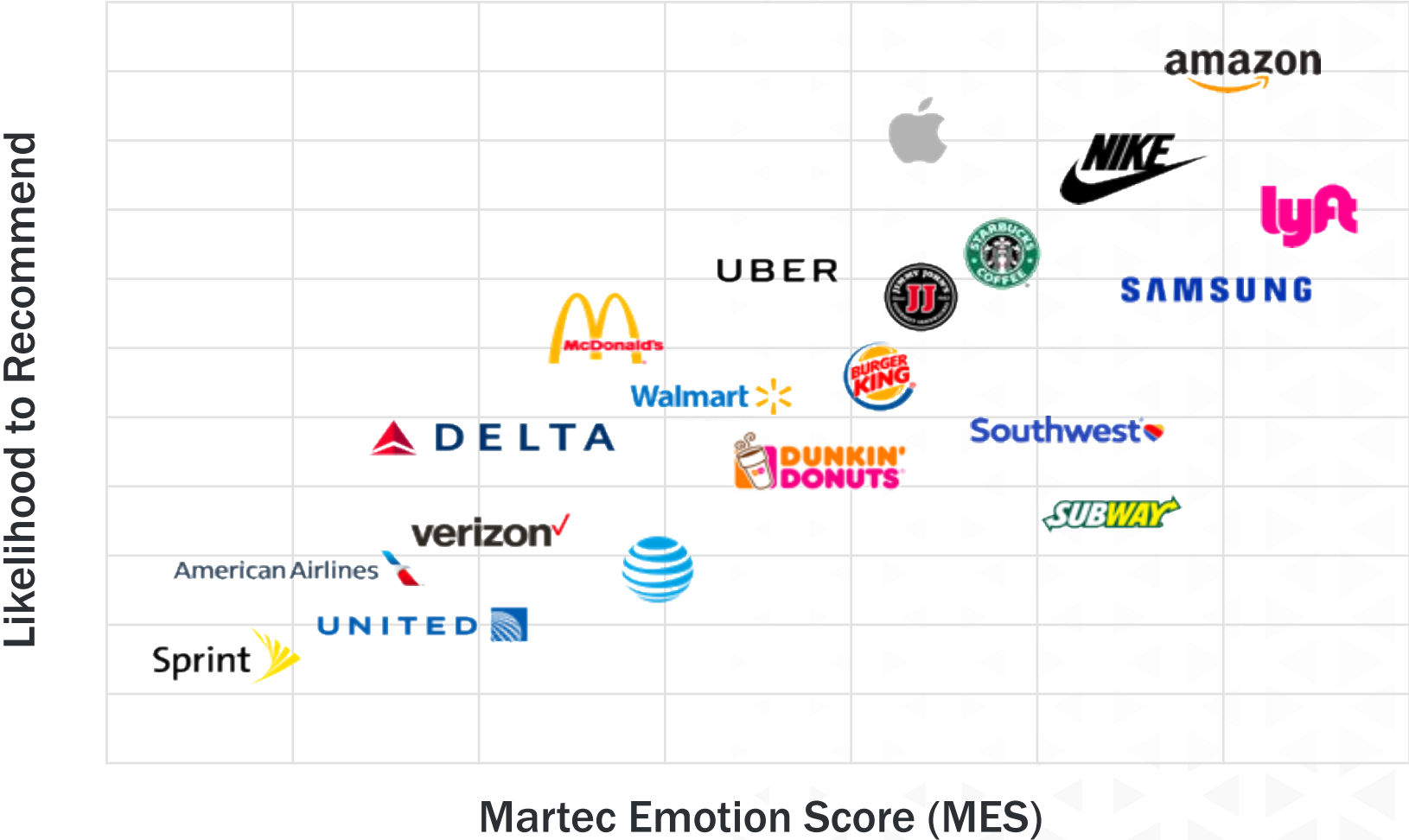
LANGUAGE-BASED EMOTION INTELLIGENCE

Martec's Emotion Intelligence tool utilizes Plutchik's Wheel of Emotions to map emotions to one of 32 different channels. Each emotion channel has different properties.



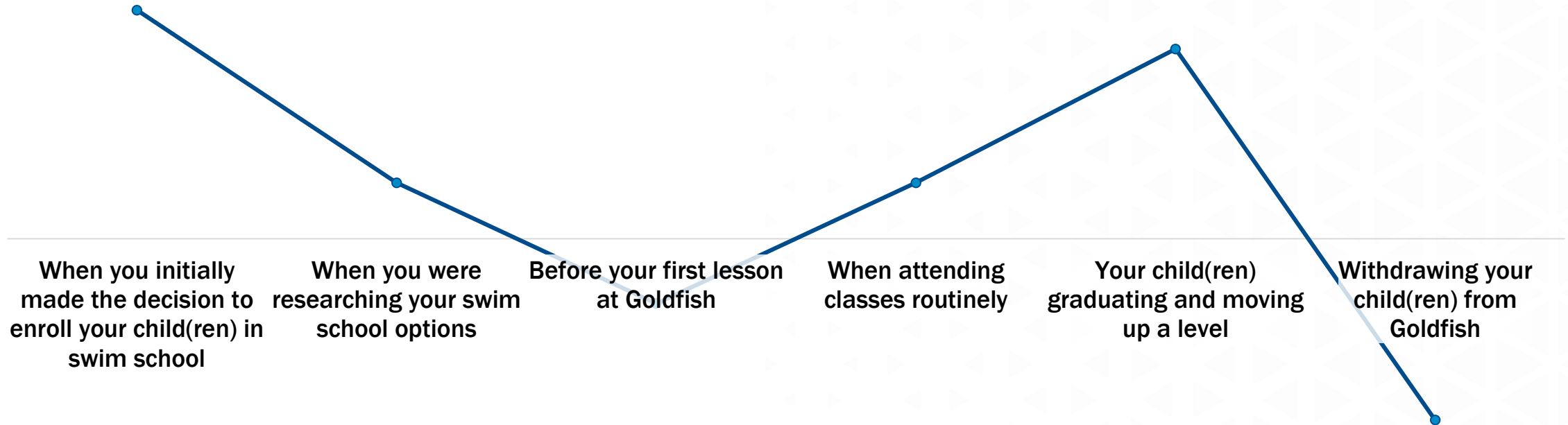
SCORING EMOTIONS

The Martec Emotion Score (MES) quantifies the net level of pleasantness of emotions. It strongly correlates to common CSAT metrics.



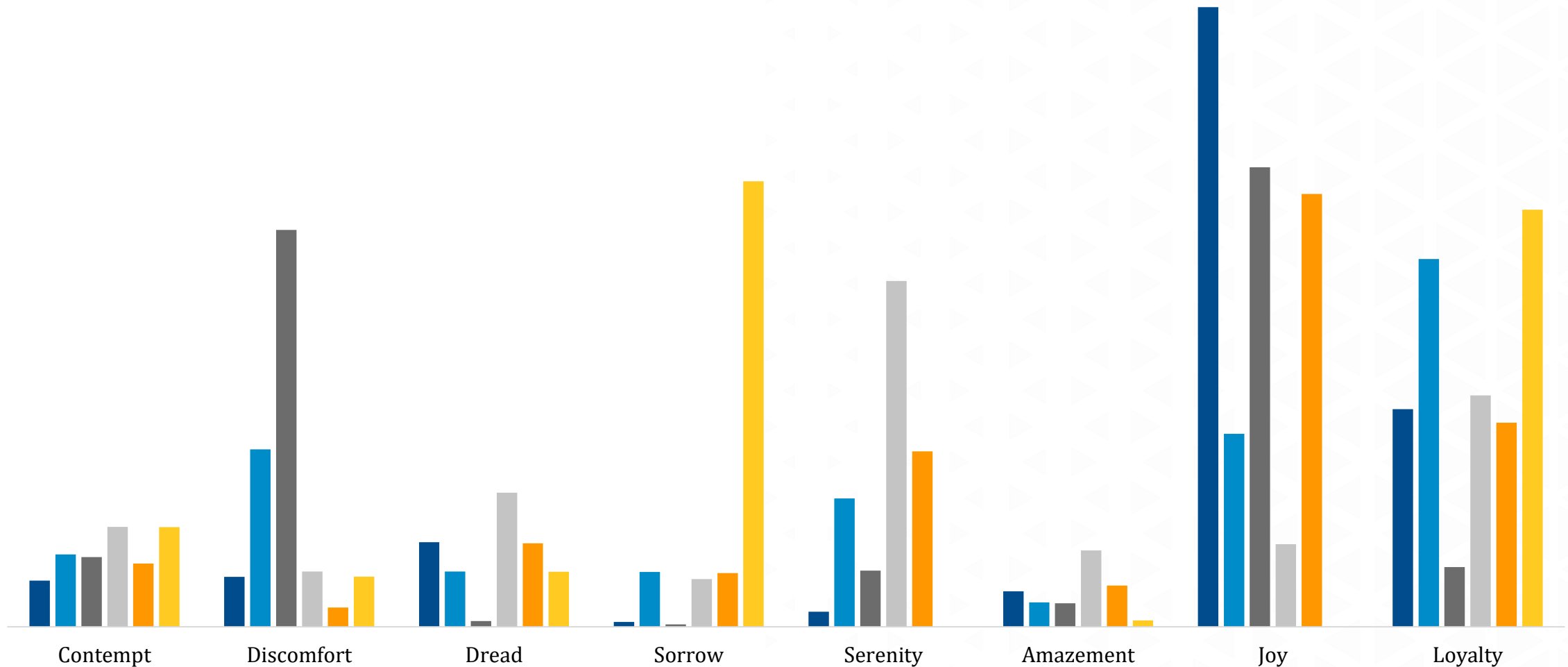
MES ALONG THE SWIM SCHOOL CUSTOMER JOURNEY

Martec Emotion Score by Customer Journey Stage



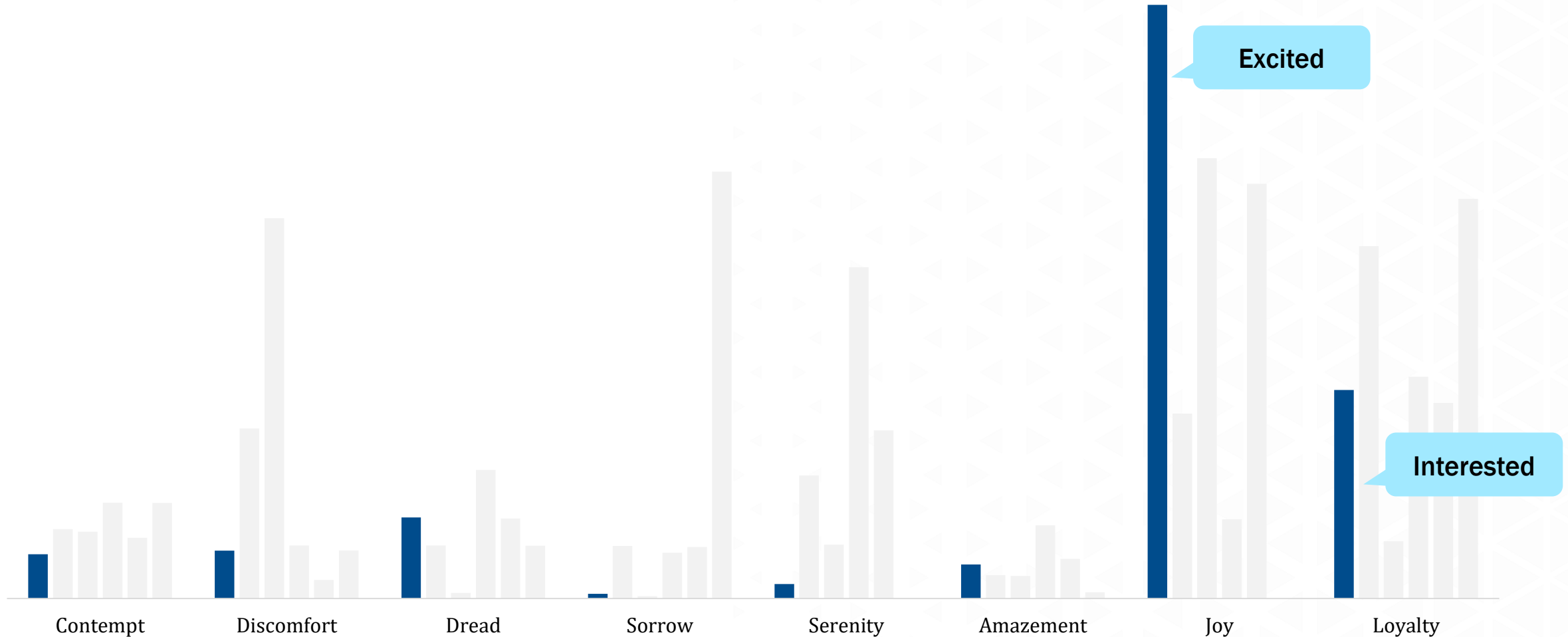
EMOTIONS MAPPED ALONG CUSTOMER JOURNEY

- When you initially made the decision to enroll your child(ren) in swim school
- When you were researching your swim school options
- Before your first lesson at Goldfish
- When attending classes routinely
- Your child(ren) graduating and moving up a level
- Withdrawing your child(ren) from Goldfish



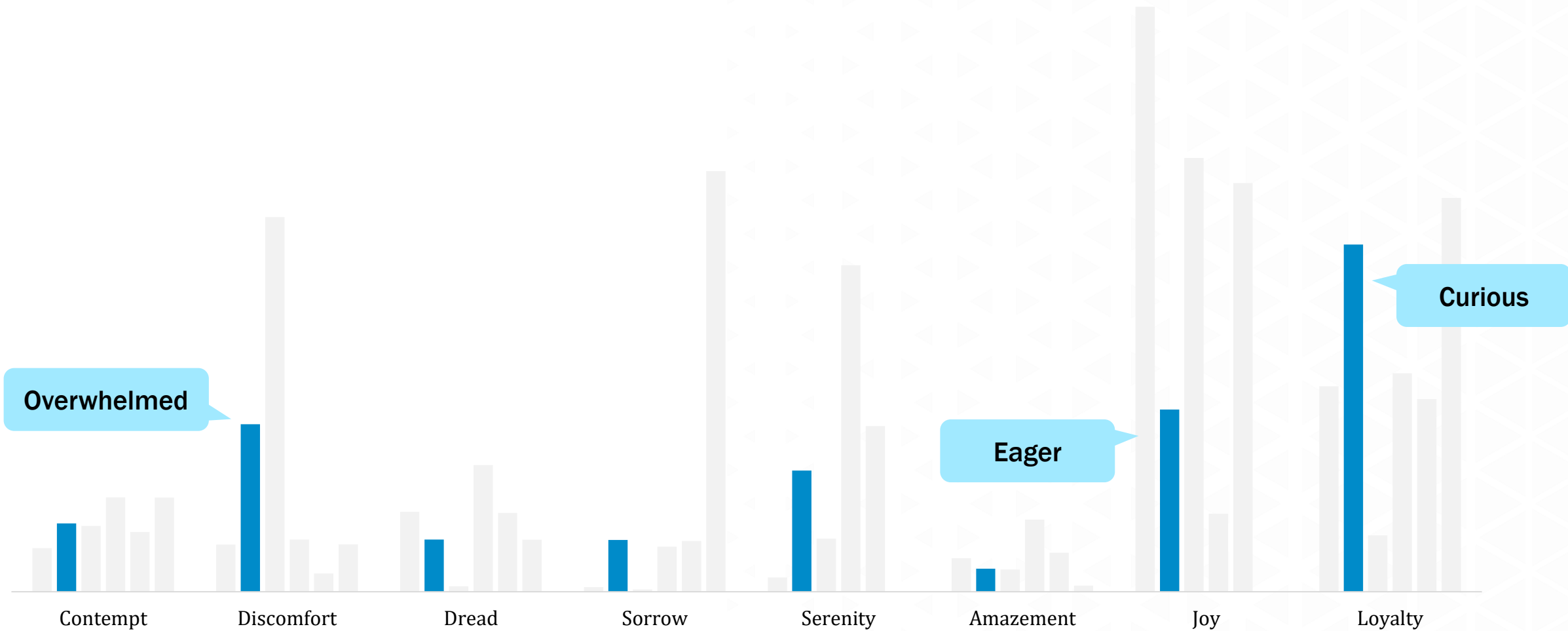
1. INITIAL DECISION TO ENROLL

- When you initially made the decision to enroll your child(ren) in swim school
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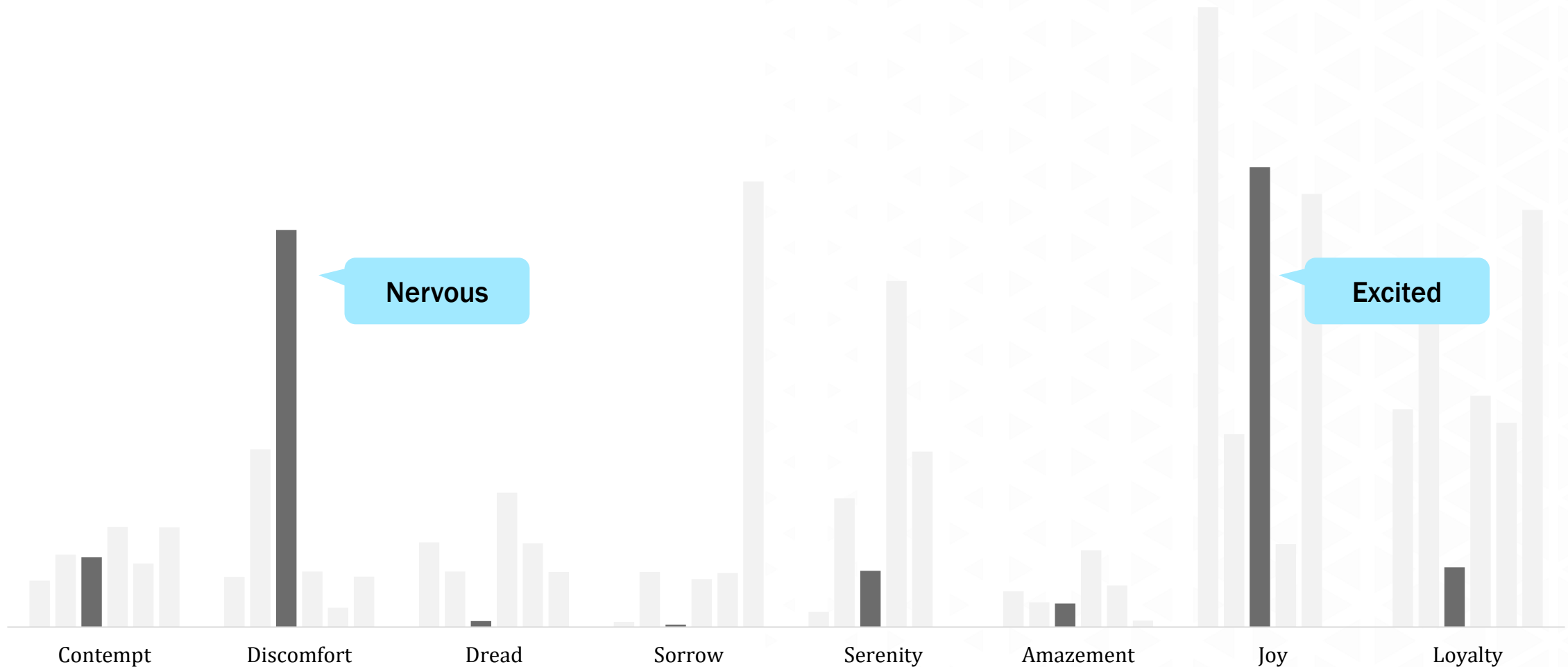
2. RESEARCH PHASE

- When you initially made the decision to enroll your child(ren) in swim school
- When you were researching your swim school options
- Before your first lesson at Goldfish
- When attending classes routinely
- Your child(ren) graduating and moving up a level
- Withdrawing your child(ren) from Goldfish



3. BEFORE THE FIRST LESSON

- When you initially made the decision to enroll your child(ren) in swim school
- Before your first lesson at Goldfish
- Your child(ren) graduating and moving up a level
- When you were researching your swim school options
- When attending classes routinely
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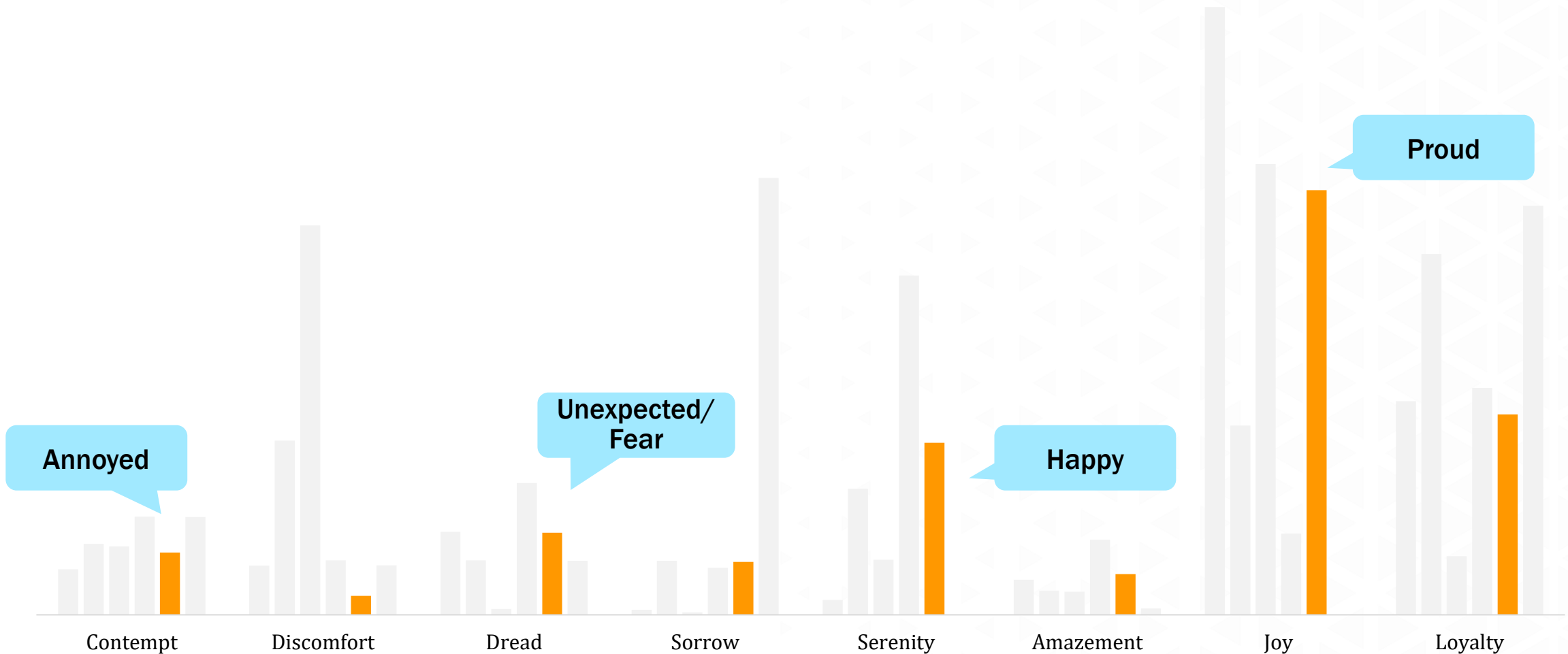
4. ROUTINE CLASS ATTENDANCE

- When you initially made the decision to enroll your child(ren) in swim school
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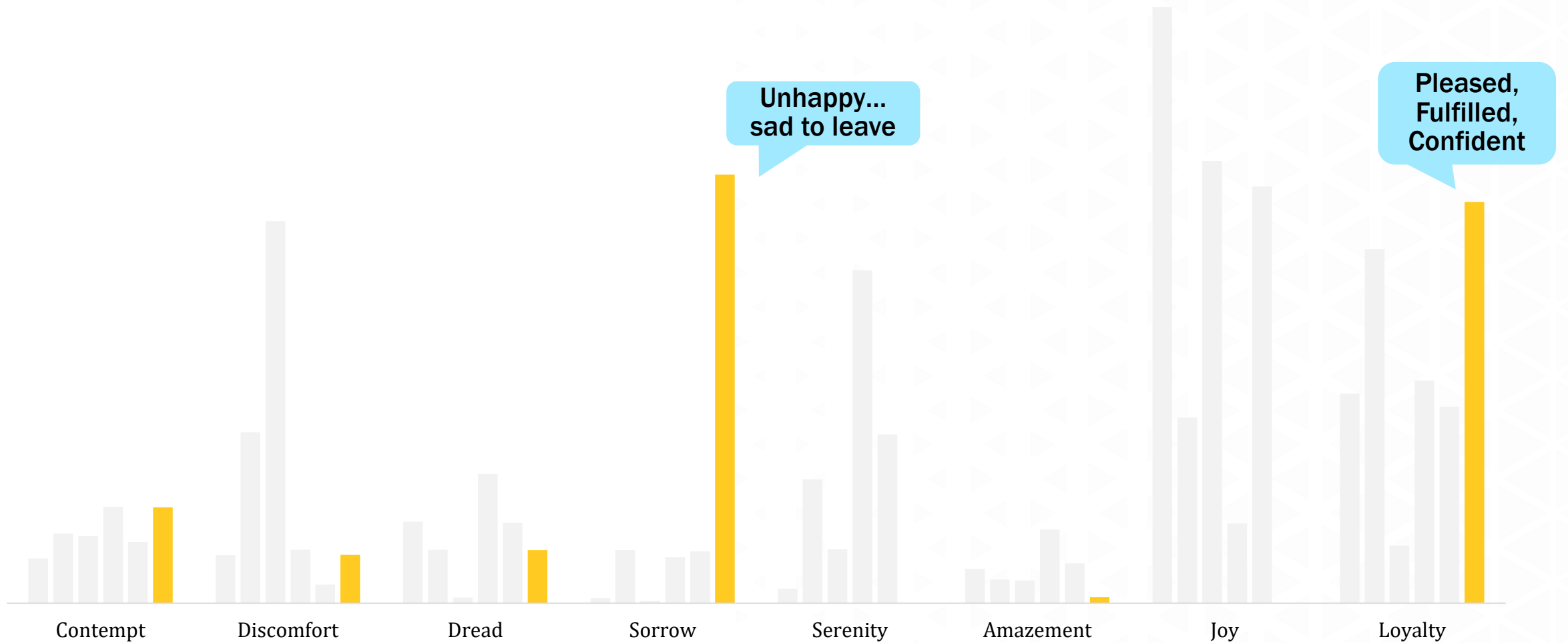
5. MOVING UP A LEVEL

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6. WITHDRAWAL

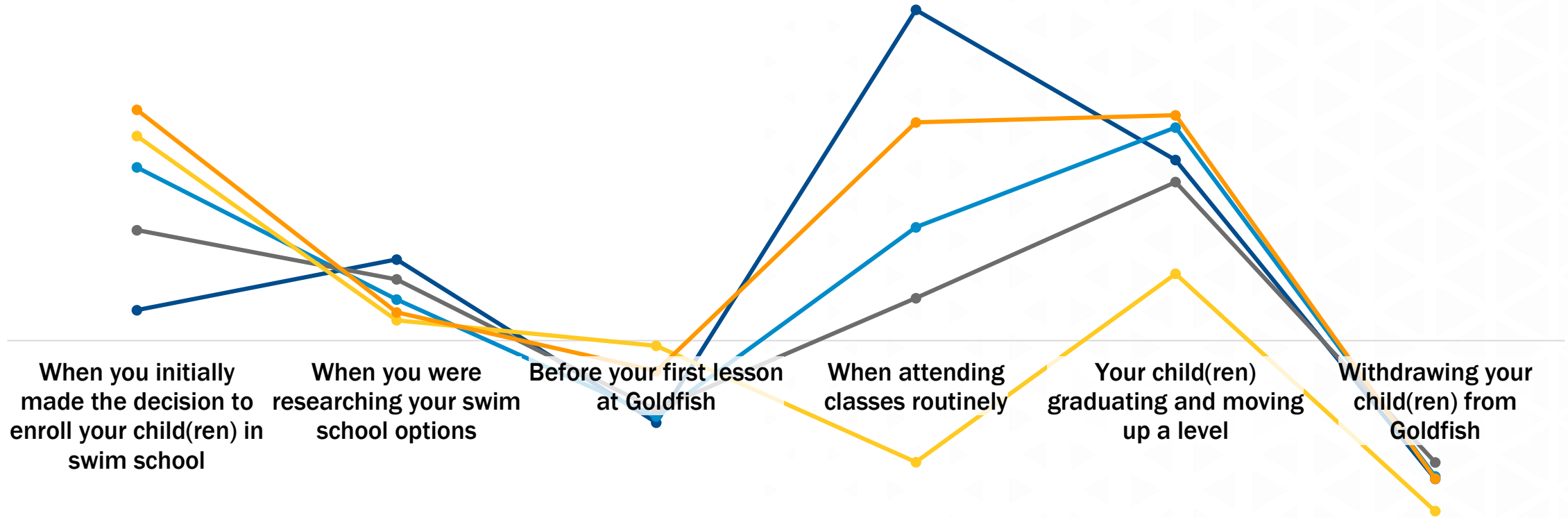
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MES BY CUSTOMER SEGMENT

MES by Customer Segment Along the Customer Journey

Segment 1 Segment 2 Segment 3 Segment 4 Segment 5



WHERE DO WE GO FROM HERE?

ADDRESS THE PAIN POINTS

- Operational and technical solutions for Class Changes and Waitlist Management

MEASURE

- How do we know it worked?
- Partner with Martec to implement regular CX tracking

START WITH YOUR CUSTOMER

- Evangelize the information with our franchisees

RESOURCES

Considering your own customer
journey mapping work?
Scan here for our RFP Builder:



Scan this to download
today's slides:



THANK YOU!

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ALEX VALENCIA

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