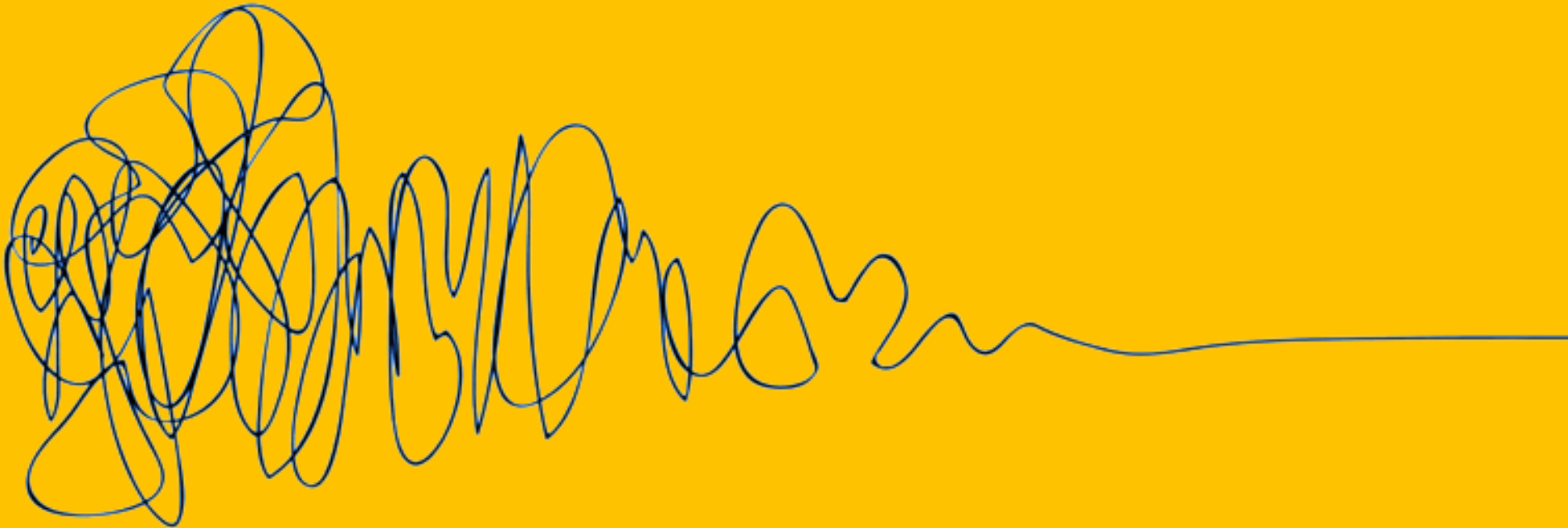


4

# Vital Questions to Ask When Mapping Customer Journeys

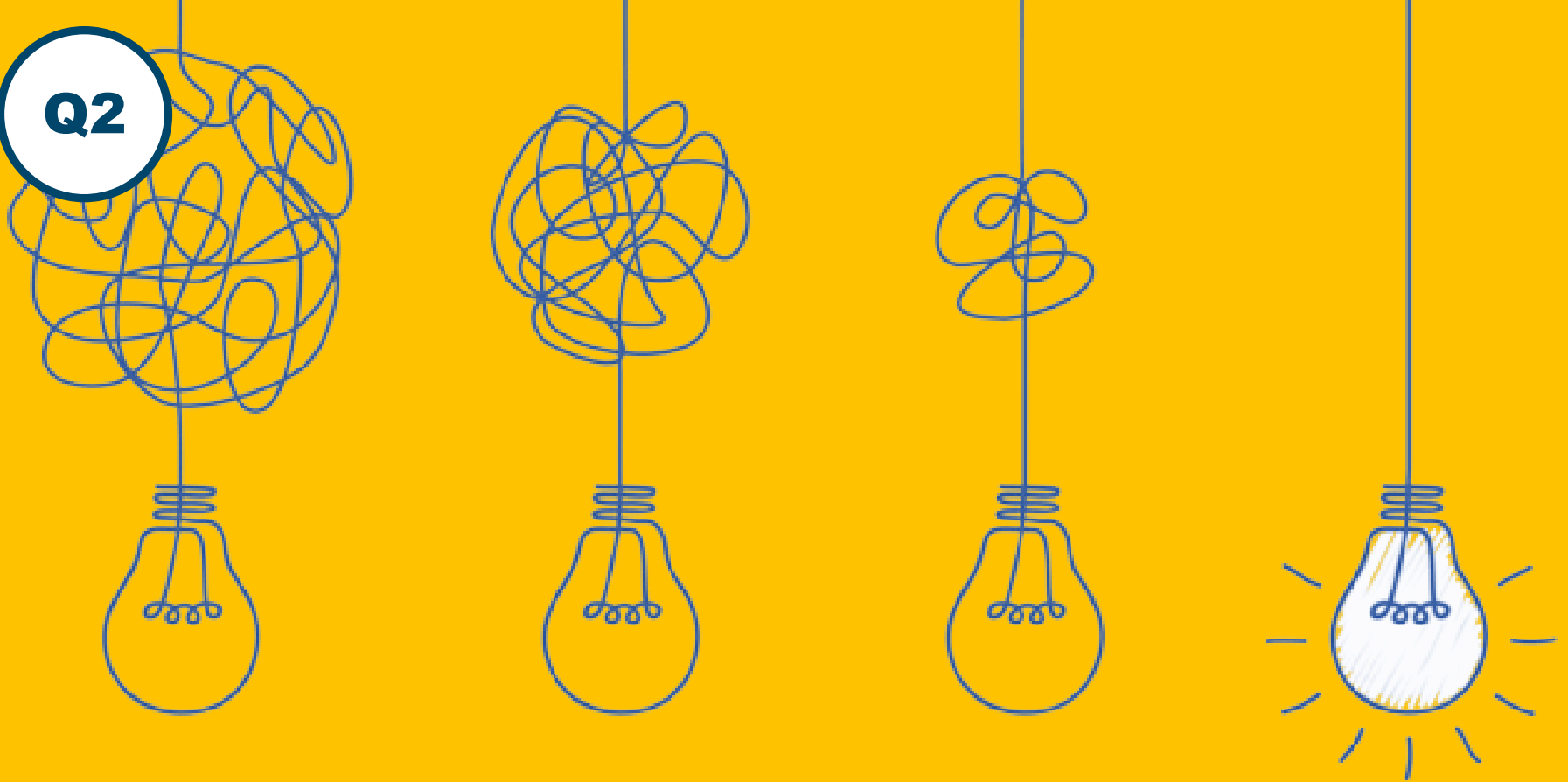


When mapping customer journeys **SIMPLIFY**

**Q1**

# **How Can We Make It Easier For Customers to Understand And Evaluate Our Offerings?**

Q2



# How Can We Communicate Using Simple, Everyday Language?

Q3

# How Can We Make Our Pricing More Transparent And Consistent?



Q4

# How Can We Use Digital Technology to Simplify Customer Journeys?



01

02

03

04

05

**NB**

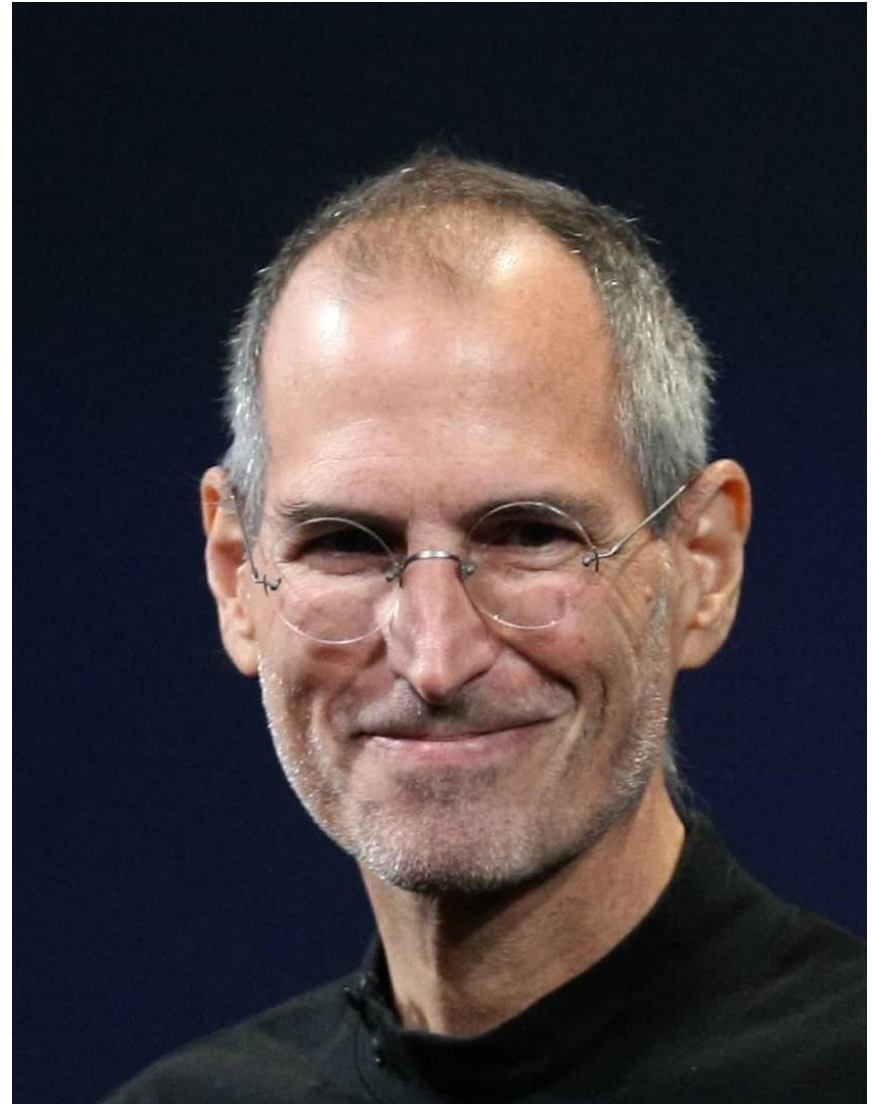
## **Simplifying is not easy**

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*“Simple can be harder than complex **you have to work hard to get your thinking clean to make it simple.***

*But it's worth it in the end because once you get there, you can move mountains”*

**Steve Jobs**



# Finally...

**If you'd like help to transform any aspect of your service or aftersales capabilities please call or email Chris Dunn Consulting**



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