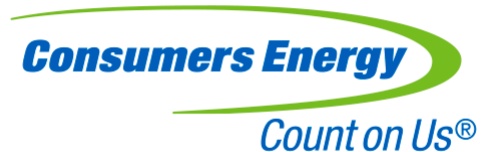


Customer Journey Mapping Project Summary

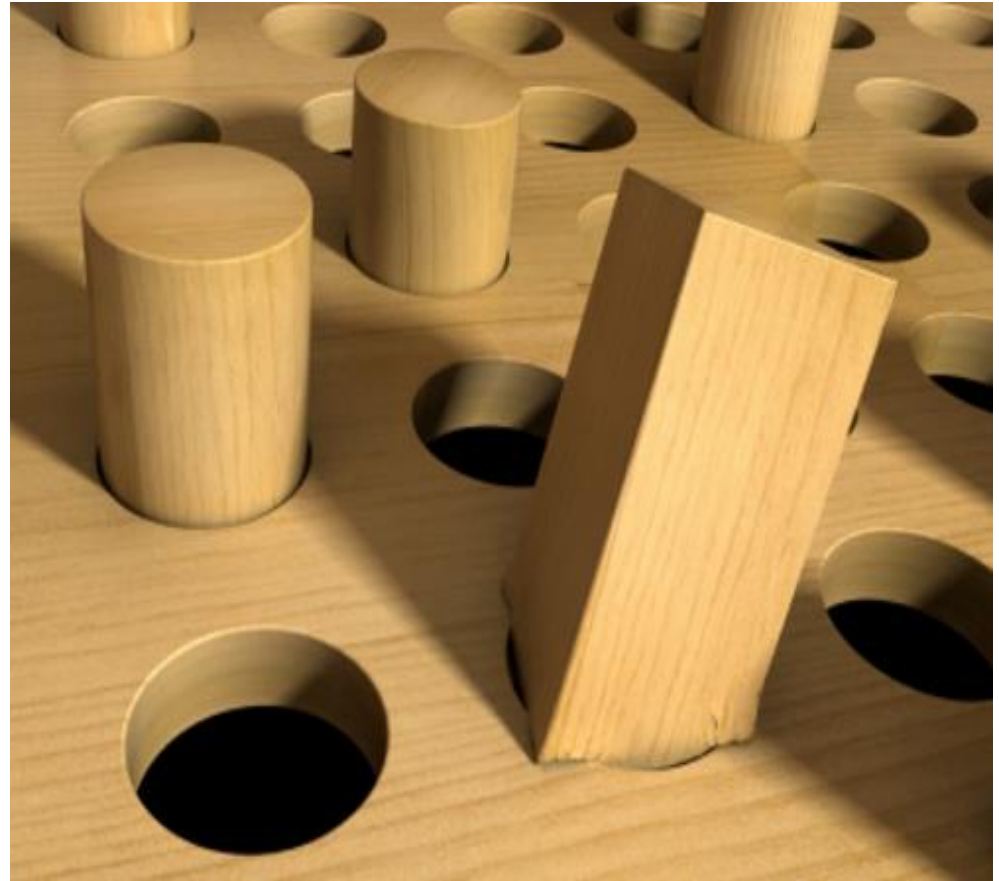
Emily McGraw, Consumers Energy
Amanda Dwelley, Illume Advising



Project Objectives

2

- Adapt residential programs fit the customer
- Guide EE customer journey within & across solutions
- Improve customer experience & satisfaction



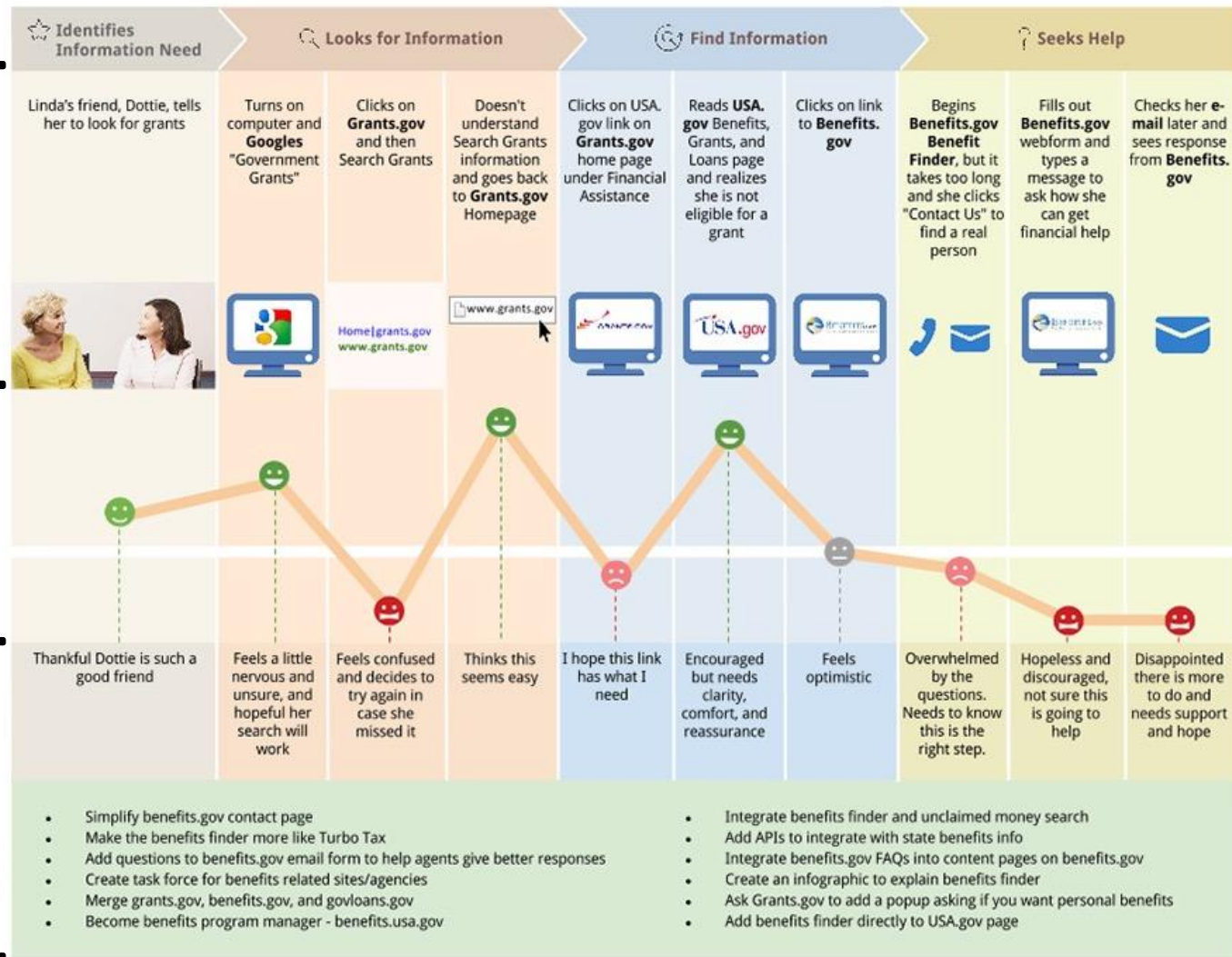
What is a Journey Map?

STAGES

TOUCHPOINTS

EMOTIONS

RECOMMENDATIONS



<https://www.digitalgov.gov/2015/08/12/journey-mapping-the-customer-experience-a-usa-gov-case-study/>

Collaborative Process

I L L U M E

Consumers Energy

Count on Us

CADMUS

CLEARResult

Franklin
Energy

ICF
INTERNATIONAL

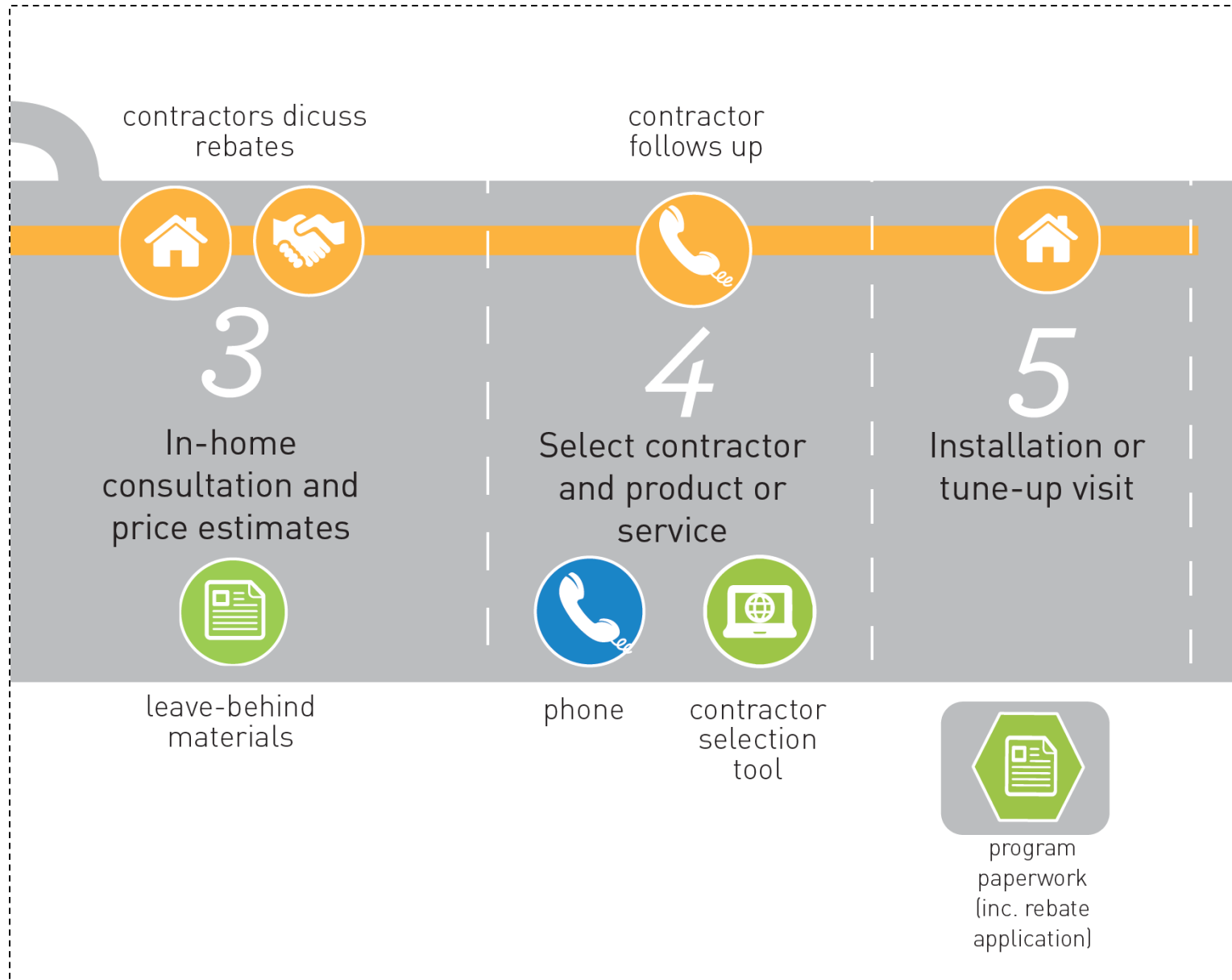
Example Future State Map

5



one map for each residential program

stages

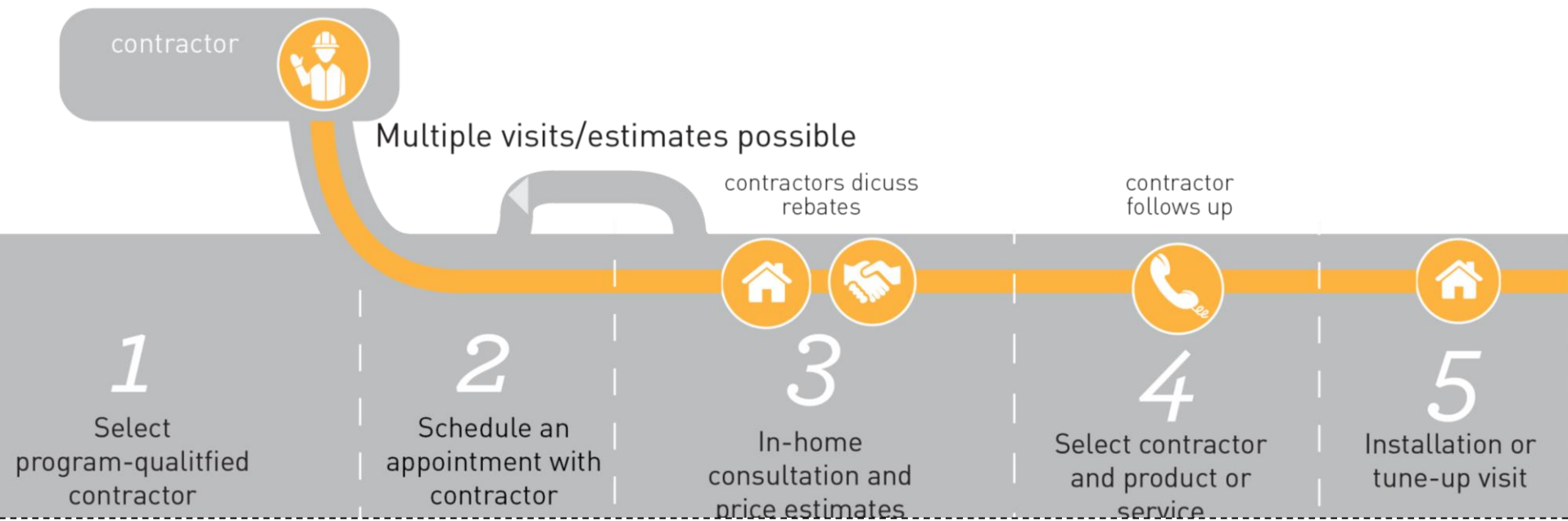


entry points

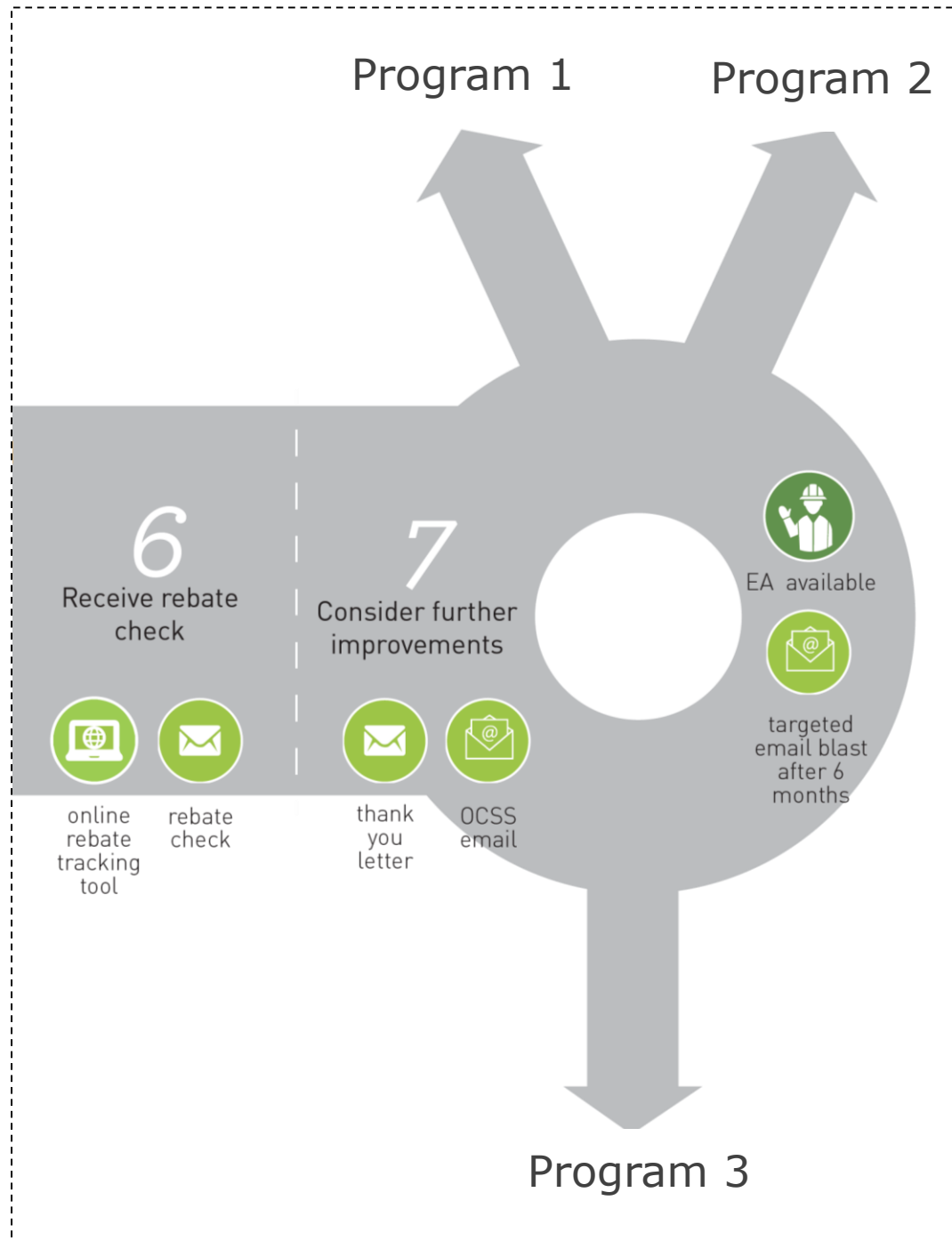


touch- points

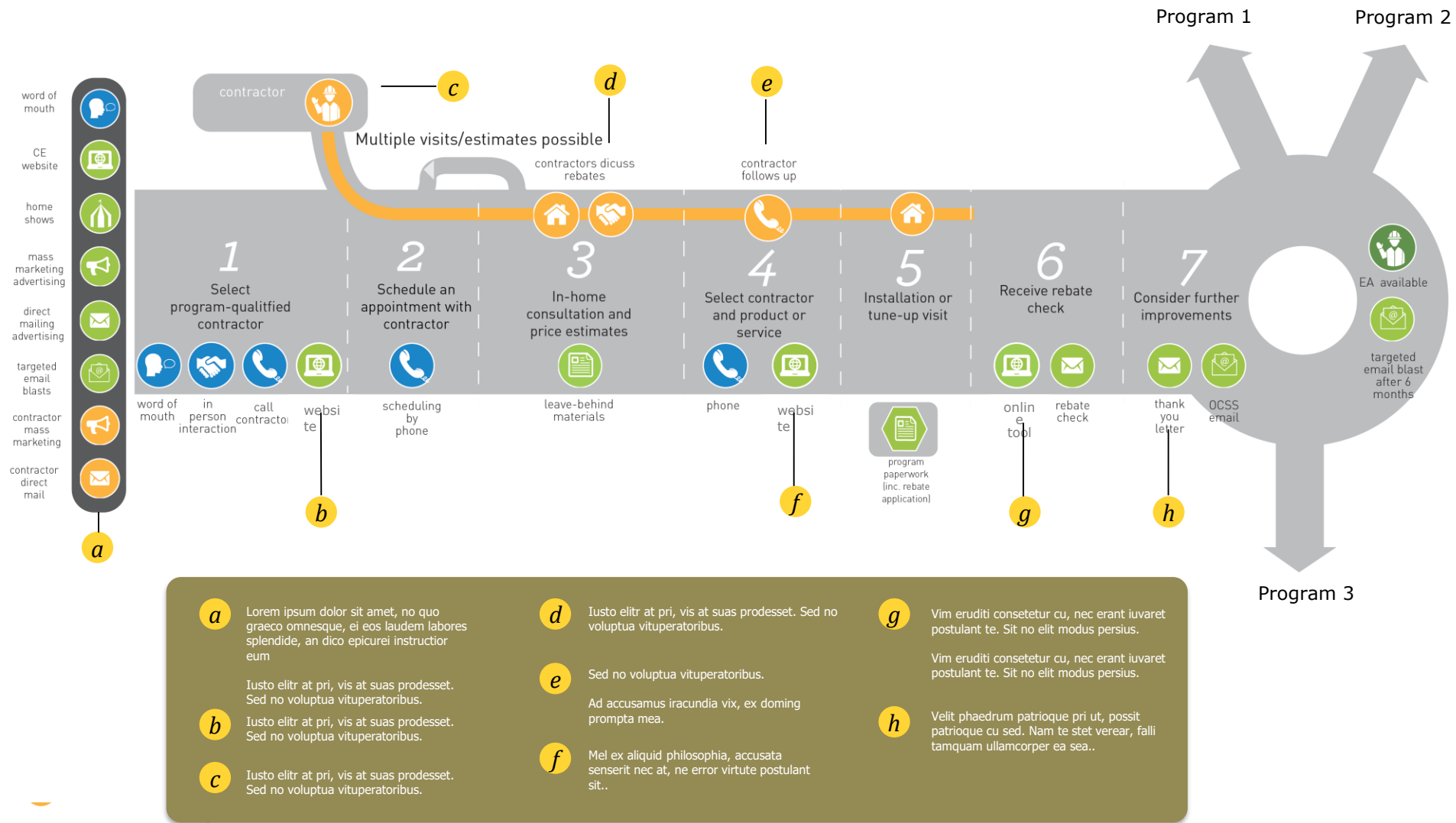
facilitators



next steps



recommendations



Gap Action Plan

FUTURE STATE ITEM	RECOMMENDATION	TOUCHPOINT	IMPACT ON CUSTOMER EXPERIENCE	EASE OF IMPLEMENTATION	INITIATIVE UNDERWAY ?	PRIORITY LEVEL
a (1)	Highlight the non-energy benefits of appliances in mass marketing.	Mass marketing	Medium	Moderate	No	Long-term planning
a (2)	Create a find-a-retailer tool to help customers find qualifying equipment.	CE website	Medium	Difficult	No	Long-term planning
b	Create separate rebate stickers for single-fuel areas.	POP materials	Medium	Easy	Yes	Easy Win
c	Partner with retailers to provide in-store application support.	Sales associate	Medium	Moderate	No	Long-term planning
d	Provide paper applications and clear directions to online application in stores.	Rebate application	High	Easy	No	Easy Win

4

Submit rebate application

ENERGY STAR® Appliance | Future State

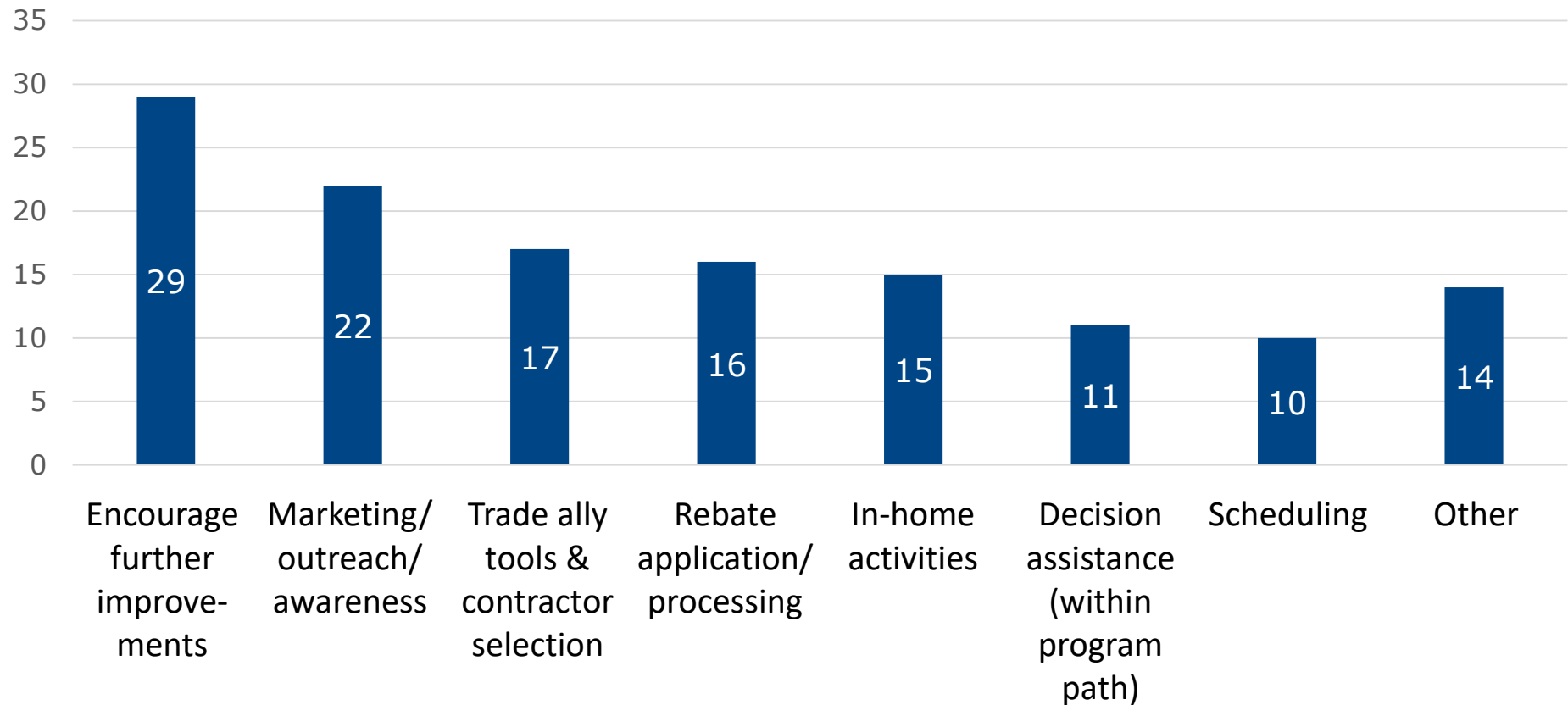
Gap Analysis and Action Plan

		RECOMMENDATION	ACTION PLAN DETAILS	RATIONALE
f (1)	Create a clear path to the online application on the CE website.			
f (2)	Develop a rebate application form that can auto-populate known customer information.			
g	Promote the ability to complete applications using mobile devices. In the long run, develop a phone app, which allows application submission.			
h	Improve flaw letter language and communication methods.			
i	Send rebate process information to retailers by email for online applicants. Allow applicants to text supporting documentation to correct flawed applications.			



Types of Recommendations

12

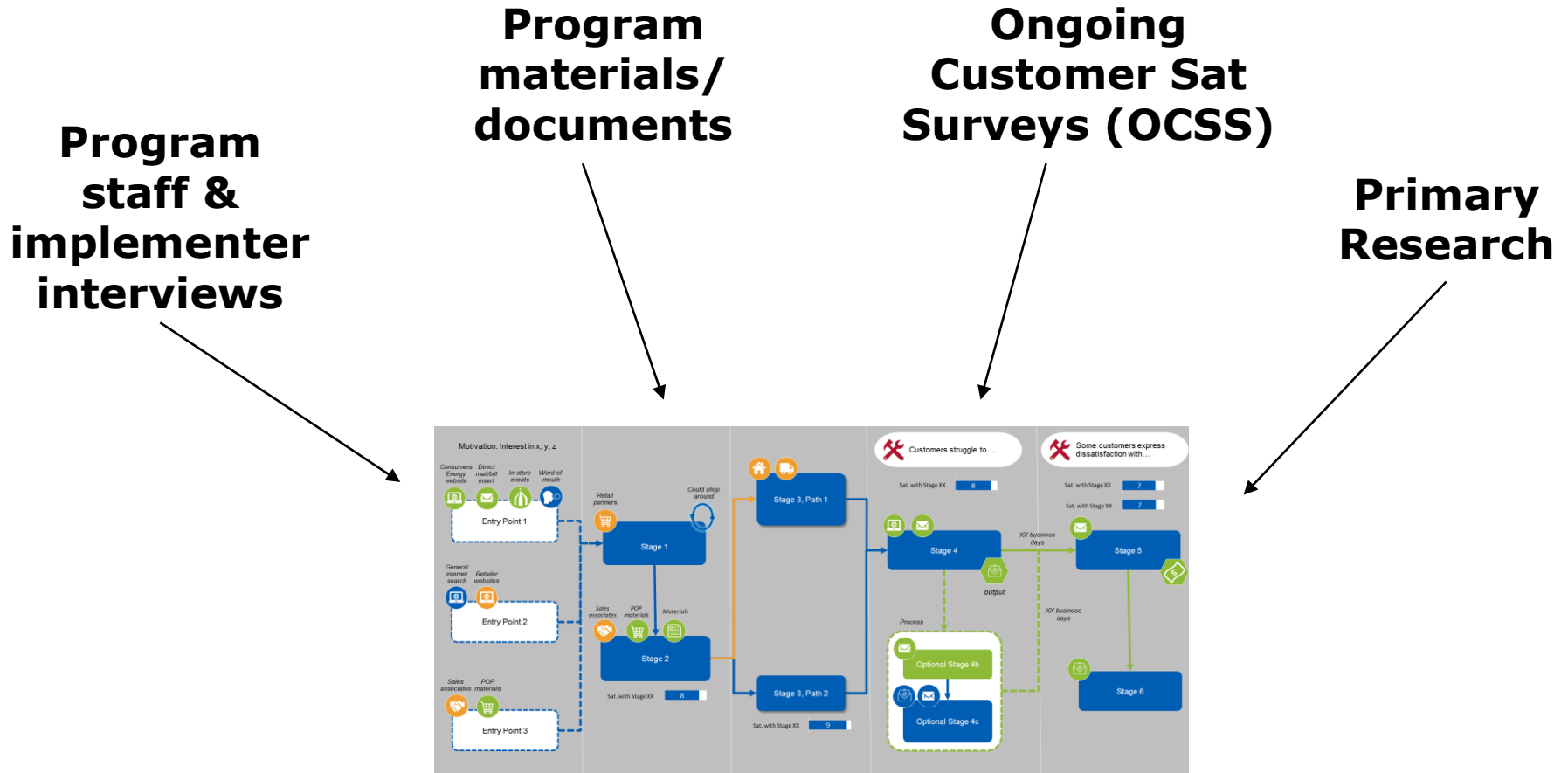


The Approach

- Current state maps
- Conduct field research
- Workshop week (ideas/recommendations)
- Future state maps
- Gap action plans
- Manage and track implementation of recommendations

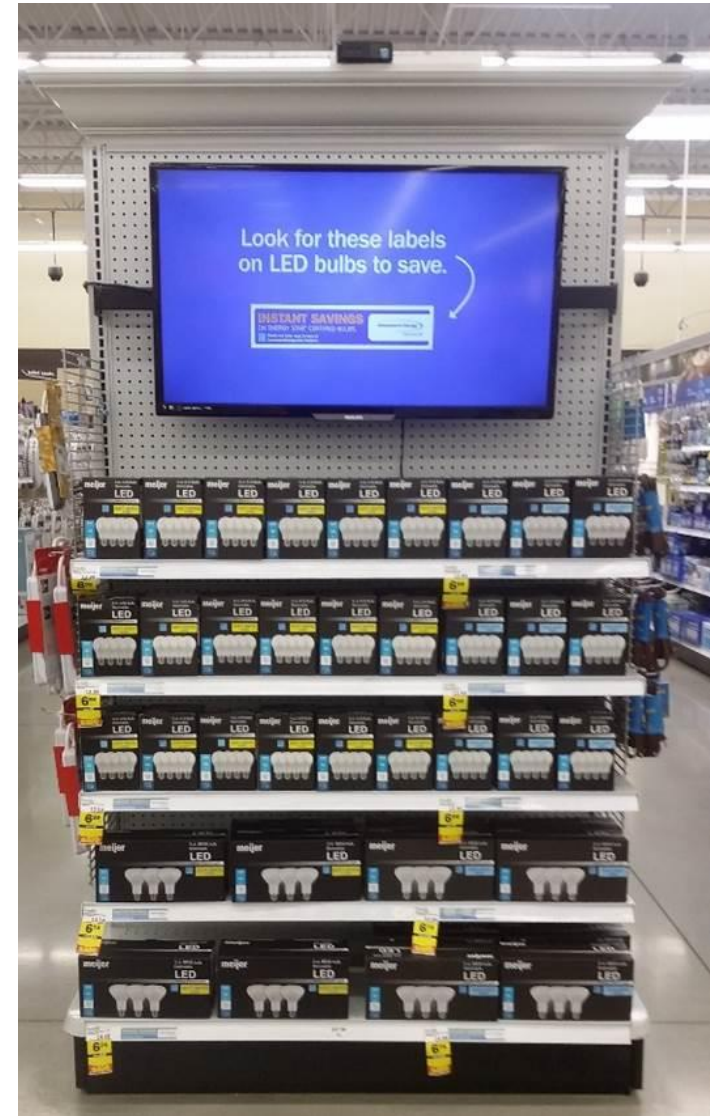
Current State Maps (Iterative)

14



Over 130 customers
and trade allies
interviewed or observed

Ride-alongs, mystery
shopping, focus groups,
in-depth interviews with
customer and trade
allies

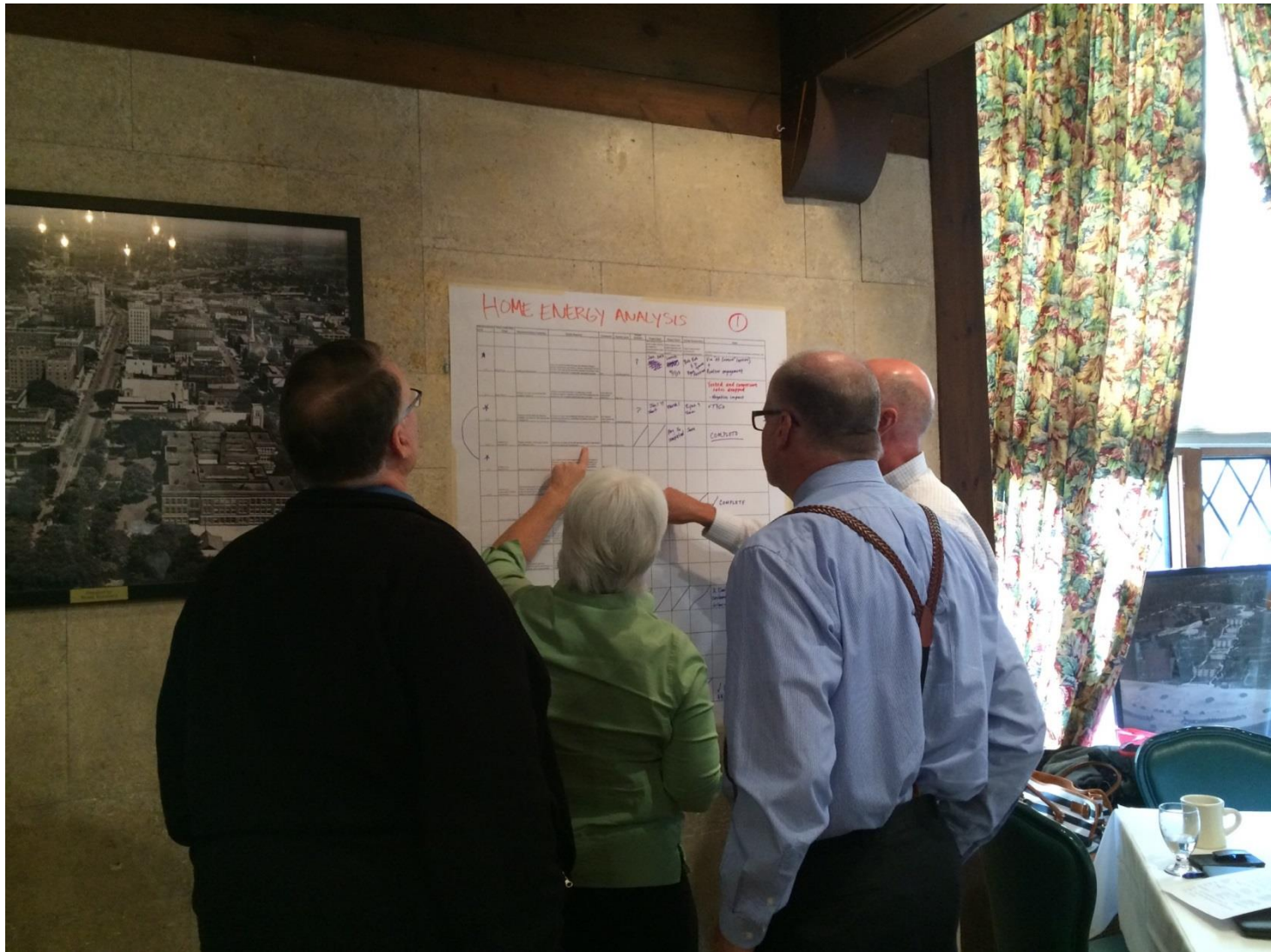


Workshop Week



Track Implementation of Recommendations

17



What we accomplished

18

11 programs mapped

over **130** customers and trade allies interviewed or observed

35 total maps (including flow charts)

134 program-specific recommendations

almost **8** months of work!

12.2 recommendations per program

- **Programs are far more complex than we realize**
 - Many touchpoints, and many opportunities
- **Opportunities to make programs more consistent**, especially with multiple implementers
- **Opportunities to make programs more intuitive**
 - the way we see programs “behind the scenes” may not be how customer moves through
- **Journey doesn’t end with rebate check** – Opportunities to improve flow between programs
- **Educational & online resources support the journey** – they add value & tie experience together

What next for Journey Mapping?

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- Continuing on journey to become more customer-centric
- Multi-year integration of recommendations
- Maps are a key reference for program management
- Leveraging findings for website improvements



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