



SAMPLE CUSTOMER JOURNEY

David Driver, CIO

GOALS:
INNOVATIVE DIGITAL TRANSFORMATION
GAIN COMPETITIVE ADVANTAGE
COST OPTIMISATION

NEEDS

Feel informed

Feel supported

Feel confident



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PHASES	ONBOARDING		TRAINING		IMPLEMENTATION & RENEWAL		
STEPS	Meet with implementation team; renew timelines	Request additional technical resources	Create appropriate training program and supporting materials	Deliver training and follow up to resolve any arising issues	Solution is implemented within the wider team	Ongoing and incident support	Annual renewal training to keep team up to date with newest developments
FUNCTIONAL NEEDS	<ul style="list-style-type: none"> A clear project plan with responsibilities and expectations Ensure we have all existing background info and resources 		<ul style="list-style-type: none"> Understanding of who will participate and what their respective needs are Understanding their prior knowledge and experience 		<ul style="list-style-type: none"> Access to necessary software permissions Collaboration with other team leaders for company-wide implementation Proactive communication 		
EMOTIONAL NEEDS	To feel informed		To feel supported		To feel confident		

TOUCHPOINTS

