The background features a light gray circular scale on the left side, ranging from 140 to 260 in increments of 10. Several circular diagrams with arrows are scattered across the page, some solid and some dashed, representing various types of maps or flowcharts.

LATAM CASE STUDY: JOURNEY MAP, FLOWCHART, SITE MAP

JOHN CHIN

CASE STUDY - EXAMPLE

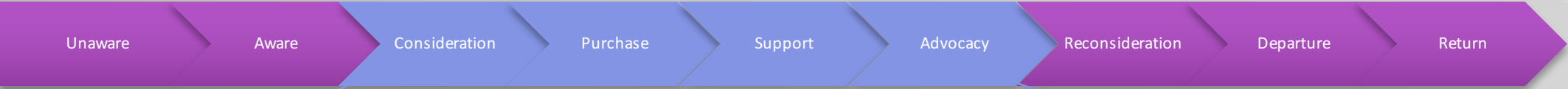
- Current business process provides custom quotes to customer inquiries
 - Custom special orders usual include products that are not necessarily listed on the website
 - Customers like to negotiate interactively regarding price, terms and conditions of order
 - Customer interactions via email, phone or text
 - Journey Map with Service Blueprints
- Future website business process introduces self service in redesigned website
 - Cart to place standard items and prices listed on the website for orders for shipment to domestic destinations
 - Provide automated and 7/24 processing of orders
 - Flowchart
 - Site Map

CASE STUDY - EXAMPLE

- Original Website was taken down because:
 - Customer interactions were transacted via email, phone or text without using the Website
 - Custom special orders include products that are not necessarily listed on the website
 - Customers like to negotiate interactively regarding price, terms and conditions of order
 - Website did not automate or offer self service transactions
- Future website business process introduces self service in redesigned website
 - Cart to place standard items and prices listed on the website for orders for shipment to domestic destinations
 - Provide automated and 7/24 processing of orders
 - Flowchart
 - Site Map

CURRENT EXPERIENCE MAPS

Customer Lifecycle

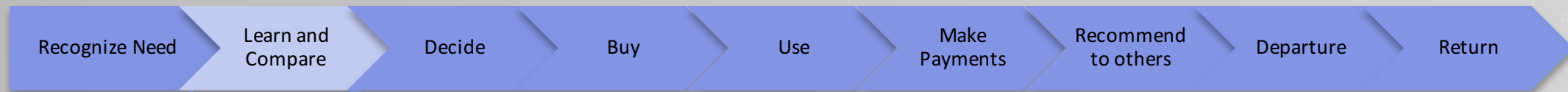


Customer Journey Map

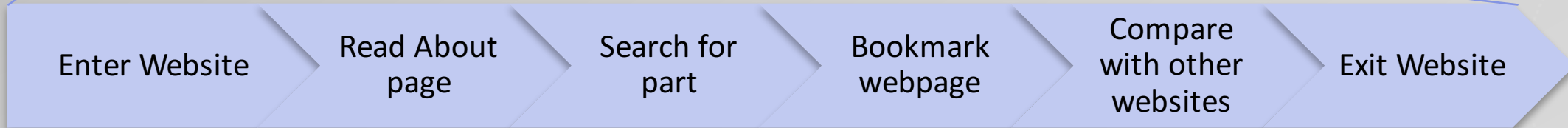


FUTURE CUSTOMER JOURNEY MAPS: “LEARN AND COMPARE” SERVICE BLUEPRINT REDESIGN

Customer Journey Map

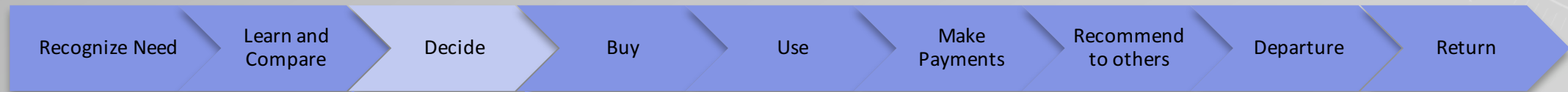


“Learn and Compare” Service Blueprint

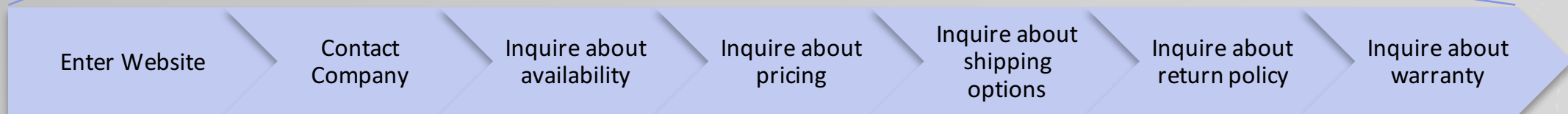


FUTURE CUSTOMER JOURNEY MAPS: “DECIDE” SERVICE BLUEPRINT REDESIGN

Customer Journey Map



“Decide” Service Blueprint



CURRENT “BUY” SERVICE BLUEPRINT

Customer Journey Map



“Buy” Service Blueprints

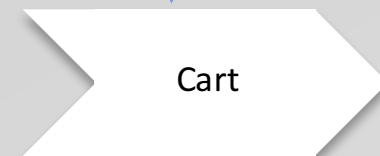
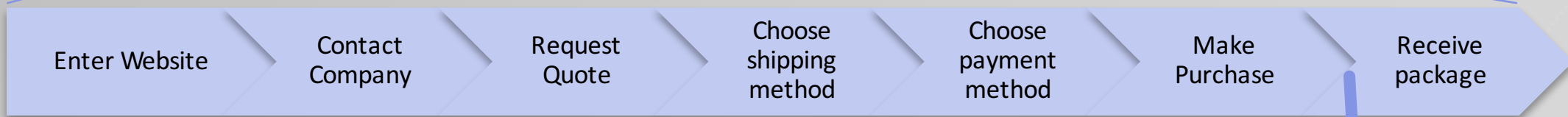


FUTURE CUSTOMER JOURNEY MAPS: “PURCHASE” SERVICE BLUEPRINT REDESIGN

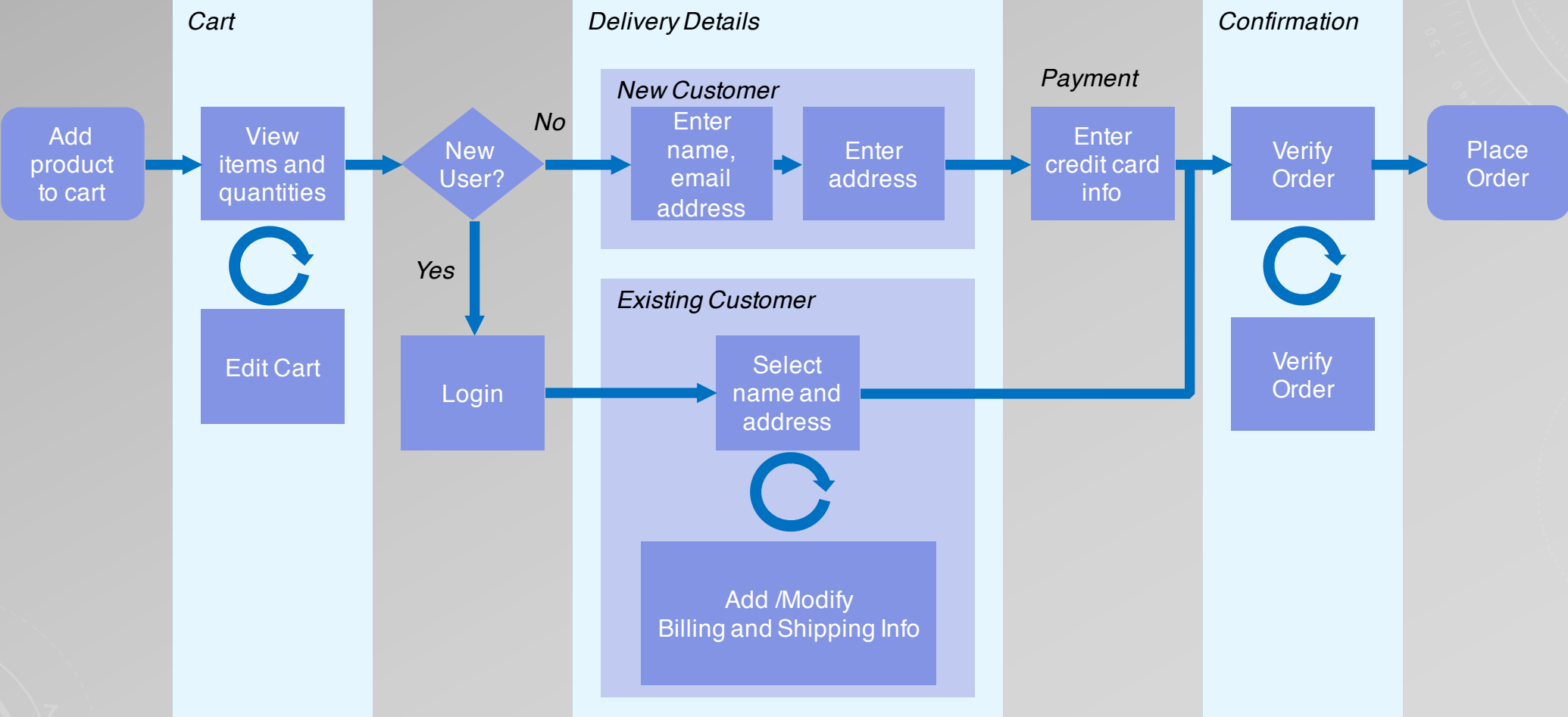
Customer Journey Map



“Buy” Blueprint



CART FLOWCHART



REDESIGN SITE MAP

