

Customer Journey Map - Media and Comms

Journey Steps	Customer Submits an Enquiry	Assessing the enquiry	Allocating Workflow	Need more information	Actioning Request	Draft Sent/ Amendments/Approval	Product/Program Launch	Feedback Loop/Close Enquiry
Description	Usually via email - from a media perspective it's chasing an interview. From a comms perspective there are reviews and social media posts. From a design perspective it's intranet updates and design requests.	Team assesses based on alignment and relevance to any campaigns. Relevant to ops plans. From a design it's from a workload perspective, capacity and the urgency.	Who has capacity to take it on. Whose skillset is best placed. Who could utilise the moment as a development opportunity. Customer is communicated with.	The customer is notified that more information is needed. This is usually done via a phone call or teams. Sometimes over email depending on the urgency of the information	Working on the program that has been allocated. Depending on the complexity of the work allocated. Customer is kept up to date. Setting dates and scheduling what the comms plan looks like. Allocating what channels it falls into and what medium it's presented on. Setting deadlines and timeframes.	Completed program of work is then reviewed either by a SME, the customer, or a manager, or another team. If changes need to be made, they're modified and if variants are requested. Renegotiation of Expectations if amendments can't be done in time or are too complex	Executing program of works. Touching base and following up where needed with the customer or stakeholder. Essentially pressing go and having it all come to fruition.	Producing a report for the team or any key insights and sending insights to the customer. From a design perspective, letting them know its live and how to access the program of work requested.
CX Principles	<ul style="list-style-type: none"> You do what you say you're going to do. You enable me to make informed decisions 	<ul style="list-style-type: none"> You do what you say you're going to do. You enable me to make informed decisions 	<ul style="list-style-type: none"> You genuinely understand my needs. You do what you say you're going to do. 	<ul style="list-style-type: none"> You genuinely understand my needs. You do what you say you're going to do. 	<ul style="list-style-type: none"> You do what you say you're going to do 	<ul style="list-style-type: none"> You Genuinely Understand my needs. You do what you say you're going to do. You enable me to make informed decisions 	<ul style="list-style-type: none"> You make my industry better. You do what you say you're going to do. 	<ul style="list-style-type: none"> You enable me to make informed decisions. You make my industry better.
Target Memory	Supported and reassured. Responsive and timely. I always feel like I'm recognised and made a priority depending on my needs.	They acknowledged my enquiry and asked for more information regarding the enquiry	They've taken on board my request and are working on it. I feel informed and they've set expectations with me.	They're confident in my ability. They took the time to follow up and make sure they had the full picture.	They're going to make it the highest quality output they can. They're professional and kept me up to date (If complex)	They've worked alongside me to get the work done. They understood my Urgency. They set realistic expectations.	They launched the program and it looked amazing. They've made the moment a reality. It makes me want to work alongside them more in the future. It inspires me to innovate	I felt as though it was worthwhile and made a difference to the industry however big or small.
Target Emotion	Encouraged Curious Confused Anxious	Happy Thankful Anxious	Celebratory Thoughtful Thinking	Grateful Thankful Curious Affirmed	Relieved Affirmed Confident Anticipating Happy Positive	Celebratory Grateful Critical Differing in opinion	Hyped Relieved Excited Underwhelmed	Confident Thankful Satisfied Glad Relieved
Target Experience	Reassurance. I felt supported when reaching out It was easy to contact the Media and comms team and they were welcoming as well as friendly	The Media and Comms team were quick to acknowledge my enquiry and let me know that they'd be in touch shortly. I was greeted with a reply to let me know that they were on it straight away.	The process was quick and streamlined and I was able to communicate with the person who took on board the work. The Media and Comms team introduced me to the person who would be taking my enquiry on board so that we could establish a relationship.	The Media and Comms team were professional in their undertakings. They know what they need and they know to ask me if I've missed anything. They made sure to keep a trail of the conversation should I need to refer back to anything or had any further follow up questions	It's seamless where they can make it seamless but if there is a change in direction, they can accommodate and are helpful. The Media and Comms team kept me up to date every step of the way and gave me reasonable timeframes to work with. If I need something urgently, I'm not afraid to ask	They cared about the work they set out. any amendments were accommodated where possible and the work produced was high quality. They took my feedback on board and were flexible with the outcome. The Media and Comms team really cared about my input and made me feel apart of the creative process.	Im so satisfied to see it working. They've been with me every step of the way. They delivered either on time or earlier than expected. I will make sure to use the Media and Comms team in any future projects as they may be able to help with some elements that I hadn't thought of before	I felt included alongside all the steps. They gave me a measure of success. I learned about the process and its made me more prepared for future requests. I can access the content at any time as the Media and Comms team have saved it for me to use in future applications.

Reference NHVR Customer Definition
Our customers include any person or organisation who uses our services or with whom we work in order to ensure a productive and safe heavy vehicle industry.

