

UXPRESSIA

CASE STUDY

How Customer Journey Maps Help B2B Companies Master CX Management



Customer Experience Solutions

HorizonCX
Customer Experience Solutions

CASE OVERVIEW

In today's customer-driven market reality, business success comes down to one thing – customer experience. To thrive and grow, companies of all sizes are now striving to get the customer experience right.

CX is the new battleground for B2B companies, and they call for help from the outside. HorizonCX, a CX consultancy based in Quincy, MA, works with organizations that want to either jump-start or up their customer experience game.



“We help companies get off on the right foot with customer experience management. We introduce them to the core concepts and get them started along that pathway,”

says Karl Sharicz, Founder and CEO of HorizonCX.

Being certain that customer journey mapping plays a crucial role in building better experiences, HorizonCX “sells” this methodology to their clientele. And showing clients a real map is an essential part of their strategy.

Since 2019, they have been using UXPressia to map customer journeys for themselves and for their clients.



Maps that are built with UXPressia look like real customer journeys versus non-realistic maps, typically found on the Internet.

Selling the concept is much easier when you have something real to show, and, for this purpose, we created our own map in UXPressia. It reflects a typical journey of our clients.”



Industry: Consulting

Founded: 2014

Headquarters: Quincy, MA, United States

Type: Privately held

Employees: 4

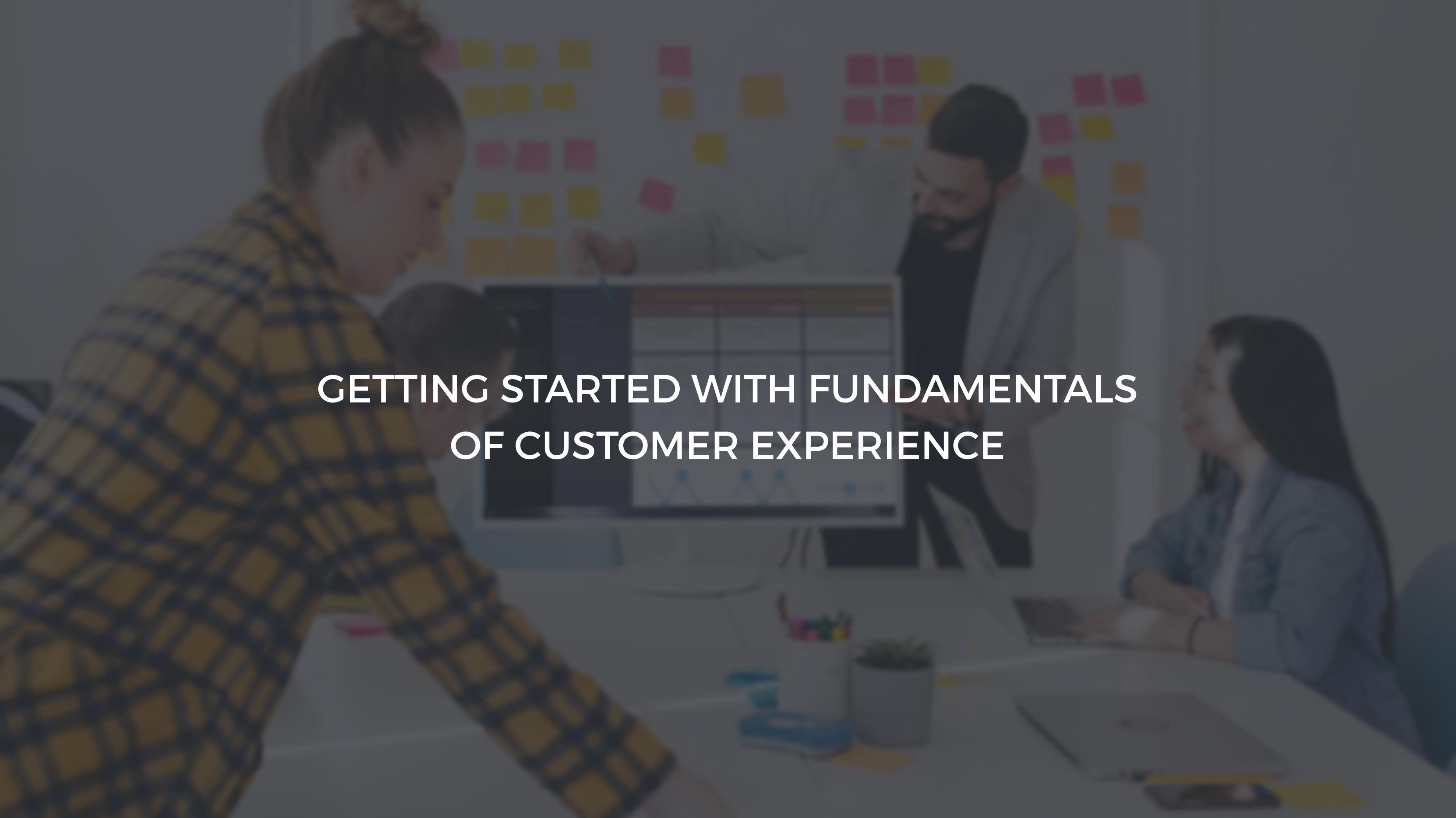
Clients: B2B companies

ABOUT HORIZONCX

HorizonCX is a small agile consultancy led by two CCXPs — Karl Sharicz and Joe Camirand.

The company works with both organizations that want to achieve customer experience excellence and individuals who have recently been promoted to a Customer Experience Manager role within their organizations.

In 2018, HorizonCX rolled out a CX certification training program that equips learners with the knowledge and skills required from a CX professional.

A blurred background image of four people in an office environment. A man in a yellow and blue checkered shirt is on the left, looking at a computer screen. In the center, a man with a beard and a grey shirt is also looking at the screen. To his right, a woman in a blue denim jacket is looking down at something in her hands. On the far right, another person's head is visible. The wall behind them is covered with numerous colorful sticky notes arranged in a grid pattern.

GETTING STARTED WITH FUNDAMENTALS OF CUSTOMER EXPERIENCE

As part of their services, HorizonCX runs a CX training and certification course where they teach the basics of customer experience to individuals who are early in their CX careers.

We developed this course specifically for people in the Manager of Customer Experience role. Just like me back in 2004, they still don't have too many resources to rely on to determine what they should do first, second, and so on."

HorizonCX presents customer journey mapping as an essential and critical component of customer experience management.

"That's one of the first things they ought to be thinking about because they don't necessarily

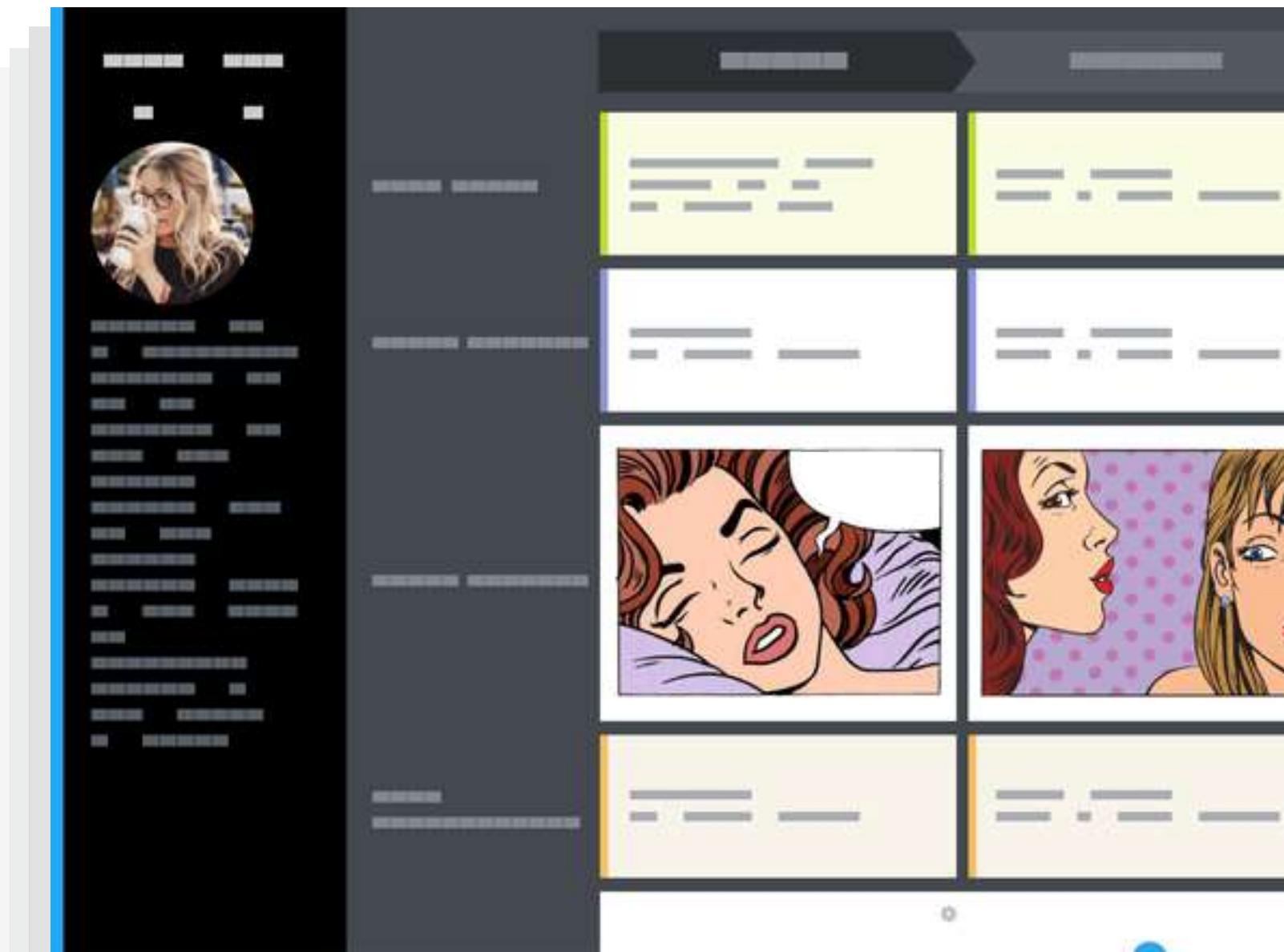
have a clear indication of the current state of the customer experience across all journey touchpoints."

Due to time constraints, instructors don't get overly deep into the methodology, but they conceptualize it. The map built with UXPressia's CJM tool helps them get away from generalities that are hard to digest. They demonstrate it to the class, and everyone gets the picture right away.

I think that showing a living map to the audience makes a huge difference in building awareness. Every time people see our map, they exclaim: "Oh my gosh, that looks so nice and so easy! I could do this, and I could make use of it." They readily see how they could apply such a map in their business."

Getting excited about journey mapping during a training class is a breeze, while getting stakeholder buy-in is oftentimes a hard-won victory. Here is the practical advice that Karl Sharicz gave to his client who struggled to sell the organization on the need to start journey mapping:

“People don't know what it is, and they resist it. They perceive it as a very complicated, very involved process that takes time, money, energy, and commitment. Show and tell works best here. Launch a skunkworks project by yourself. And don't forget about the visual part. A visually appealing map will help you draw others' attention to the map itself and the methodology behind it. You can sell customer journey mapping using software like UXPressia, which is a great tool for show and tell.”



Working with companies as consultants and CX instructors, HorizonCX folks also try to get them into customer journey thinking first and encourage them to update their maps regularly.



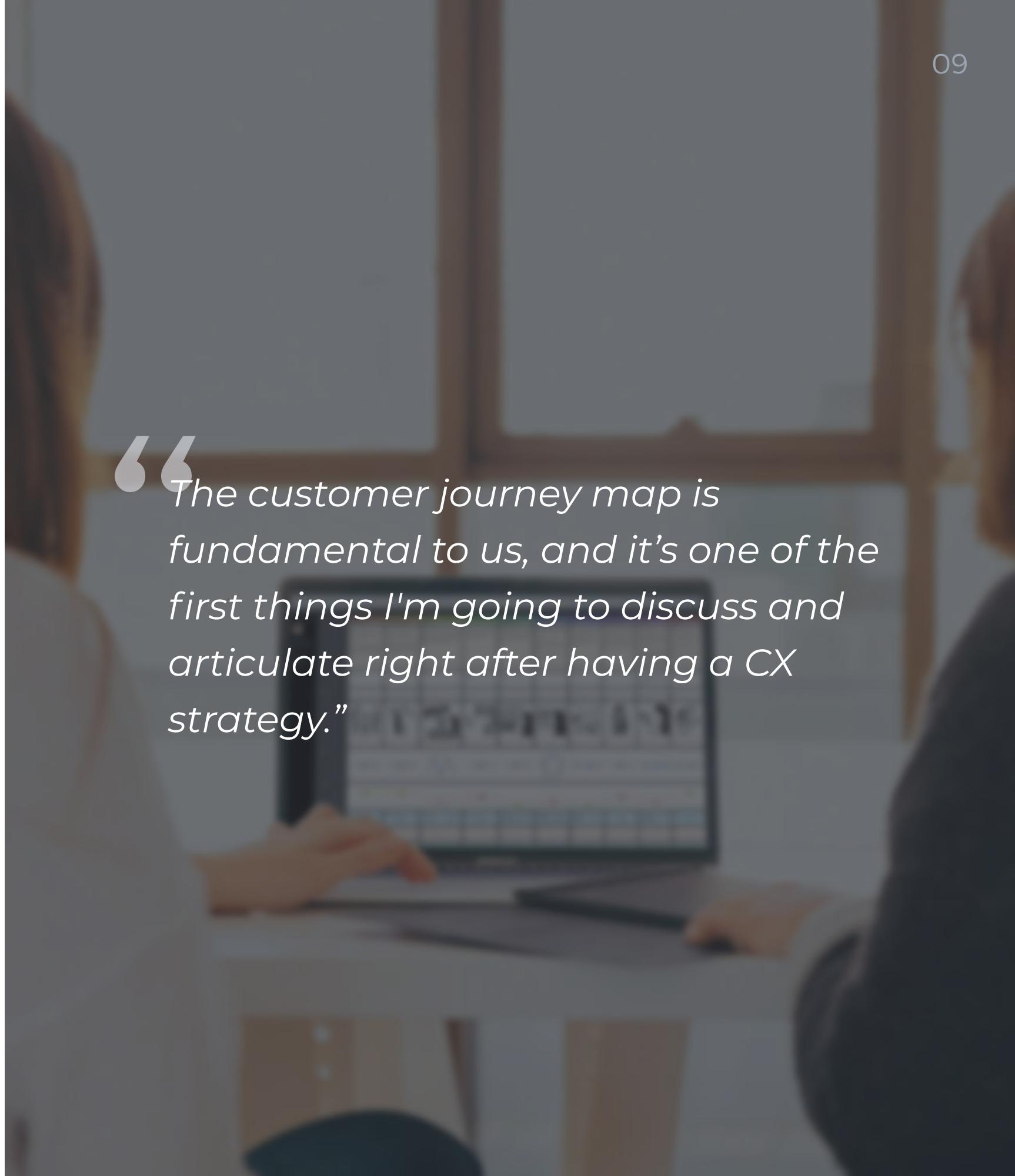
I know there's a lot of companies that build a map, print it out, and they put it on a wall, and everybody looks at it. But that's a static map. Very few organizations can say that the way they work today is the way they'll work next year and the year after that. When we talk about journey maps with our clients, we talk about dynamic and living documents. Things are changing all the time. Customer experiences we have today will be different six months from now, and your maps should accurately reflect these new experiences."

HOW THE UXPRESSIA CJM TOOL HELPS CREATE BETTER MAPS

Proving that they are seasoned CX practitioners, HorizonCX leverages customer journey mapping within their own business.

When HorizonCX consultants start a new project, they hold a strategic, high-level discussion with the client. And before getting down to the first task, they usually talk about customer journeys. HorizonCX walks clients through the whole customer journey process by asking a series of leading questions, such as “How does a potential customer first become aware of you?” and then maps everything out.

“The customer journey map is fundamental to us, and it’s one of the first things I’m going to discuss and articulate right after having a CX strategy.”

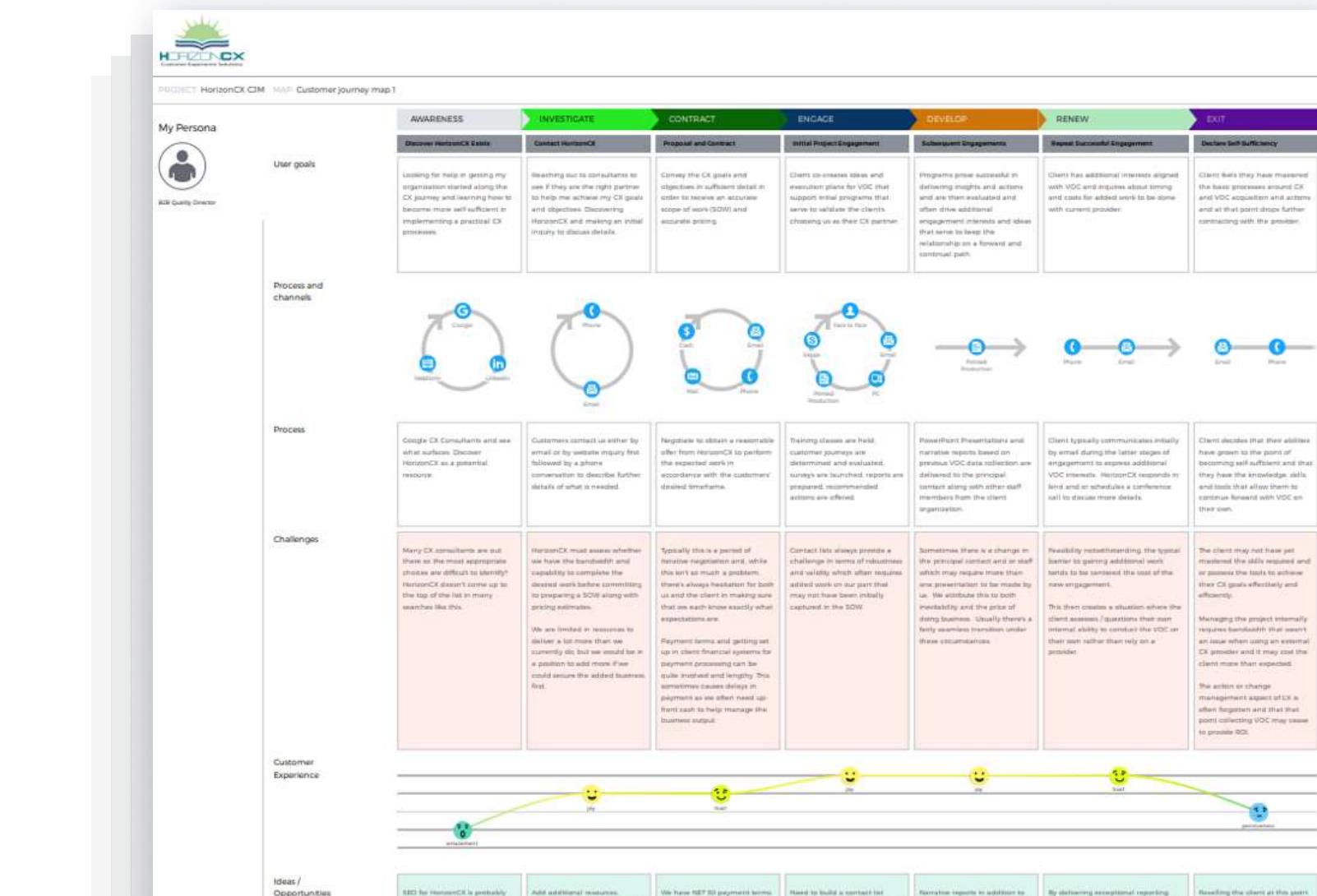


HorizonCX followed the same path by themselves when creating a map that illustrates the typical journey of their clients.

Very little time passed between discovering the tool and adding a draft of the HorizonCX map to their UXPressia account. Not only do they constantly update the map with insights from existing clients, but they also show it to their students and new and potential clients as an example of a real map.

We first used Excel spreadsheets to map journeys. But when we found a neat little tool called UXPressia that makes maps a lot easier to create and more visually appealing, we switched to it."

A fragment of the map built by HorizonCX. Source: HorizonCX



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I've seen people create journey maps in Excel that might look close to as fancy as they look in UXPressia. But I don't have that kind of time to do that. I need a tool that gives me a result immediately, and UXPressia does the trick. I don't need somebody to help me work with it, as it is totally accessible and easy to use. You really don't need to be an expert to use this tool. It's self-service for a CX practitioner, and I like that.”

MAKING THE MOST OF THE TOOL

Karl Sharicz, CEO at HorizonCX, has become a passionate advocate of UXPressia, who spreads the word about the tool among CX-minded people.

Since he started using UXPressia, he has more time to focus on the content of his maps as the tool takes care of the visual appeal. Rather than storing Excel files with maps on his computer, he creates downloadable designer-quality maps within UXPressia and accesses them at any time and from any Internet-connected device.



“UXPressia is a cool tool to visualize customer journeys. It’s straightforward, easy, and anybody can learn to use it very quickly,”

Karl Sharicz, Founder and CEO of HorizonCX.

Thank you

Get in touch with us to start your journey with UXPressia.

support@uxpressia.com

We are looking forward to having you aboard!



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