

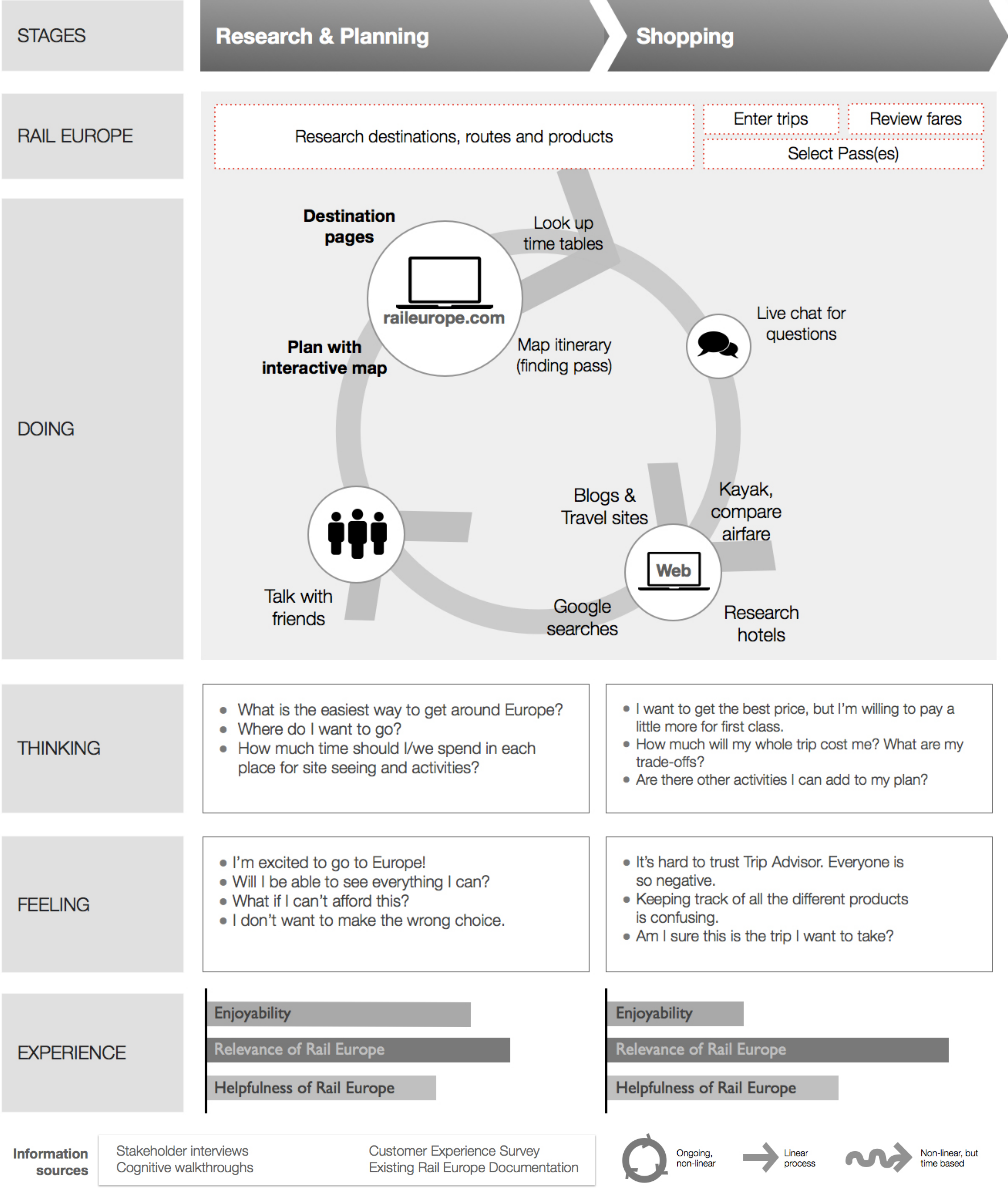
CUSTOMER JOURNEY MAPPING

using the Rail Europe Experience Map as an example

GUIDING PRINCIPLES

People choose rail travel because it is convenient, easy, and flexible.	Rail booking is only one part of people’s larger travel process.	People build their travel plans over time.	People value service that is respectful, effective and personal.
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CUSTOMER JOURNEY (1/3)



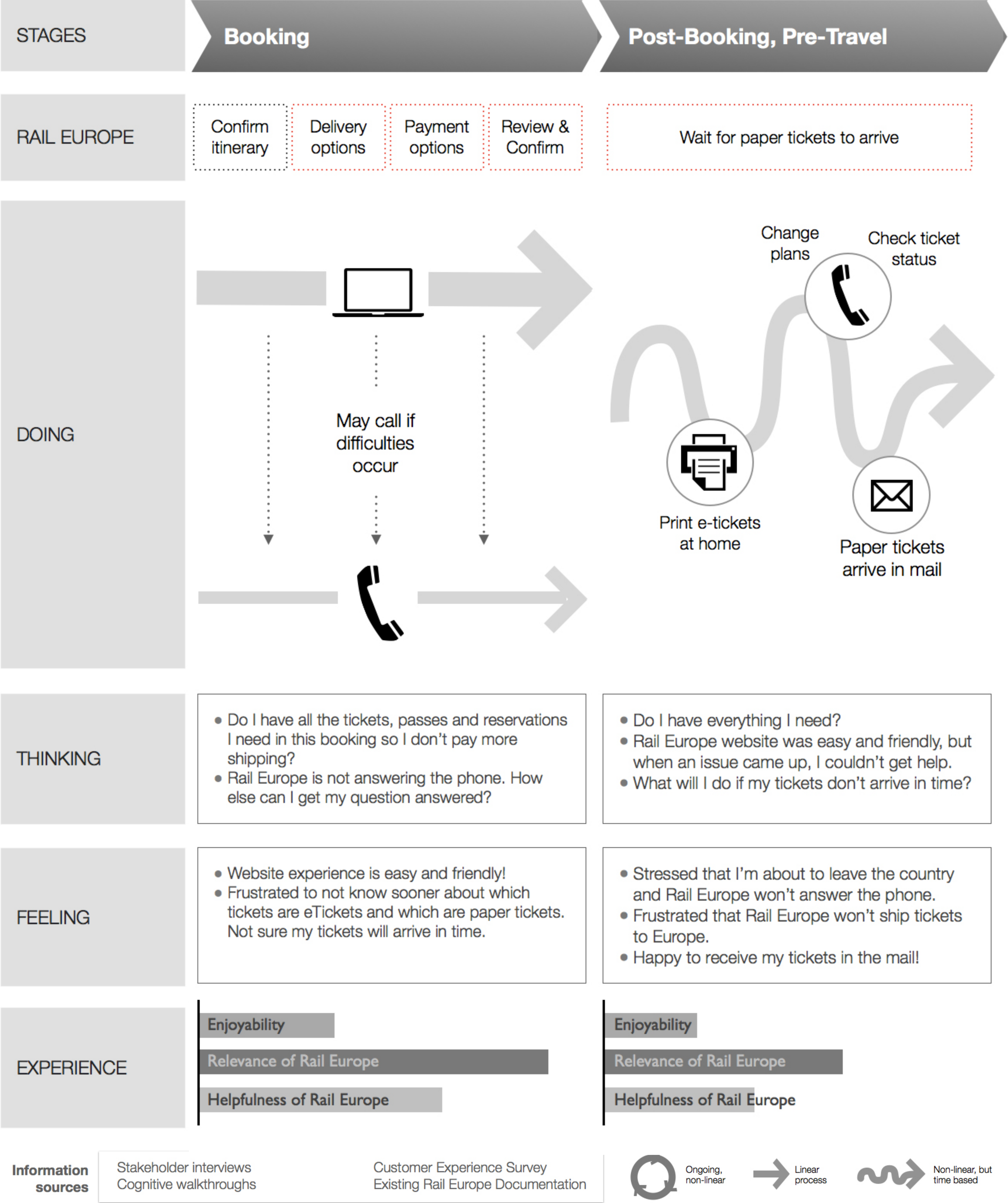
OPPORTUNIUTIES AT THIS STAGE

Communicate a clear value proposition. STAGE: Initial visit	Help people get the help they need. STAGES: Global	Support people in creating their own solutions. STAGES: Global
Make your customers into better, more savvy travelers. STAGES: Global	Engage in social media with explicit purposes. STAGES: Global	Enable people to plan over time. STAGES: Planning, Shopping
Connect planning, shopping and booking on the web. STAGES: Planning, Shopping, Booking	Visualize the trip for planning and booking. STAGES: Planning, Shopping	Arm customers with information for making decisions. STAGES: Shopping, Booking

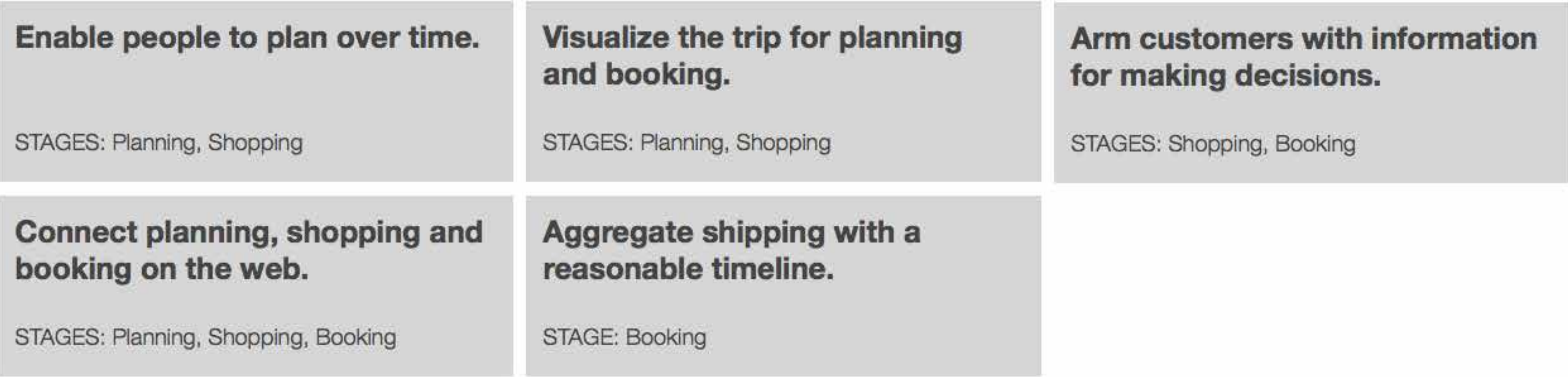
CUSTOMER JOURNEY MAPPING (2/3)

using the Rail Europe Experience Map as an example

CUSTOMER JOURNEY (2/3)



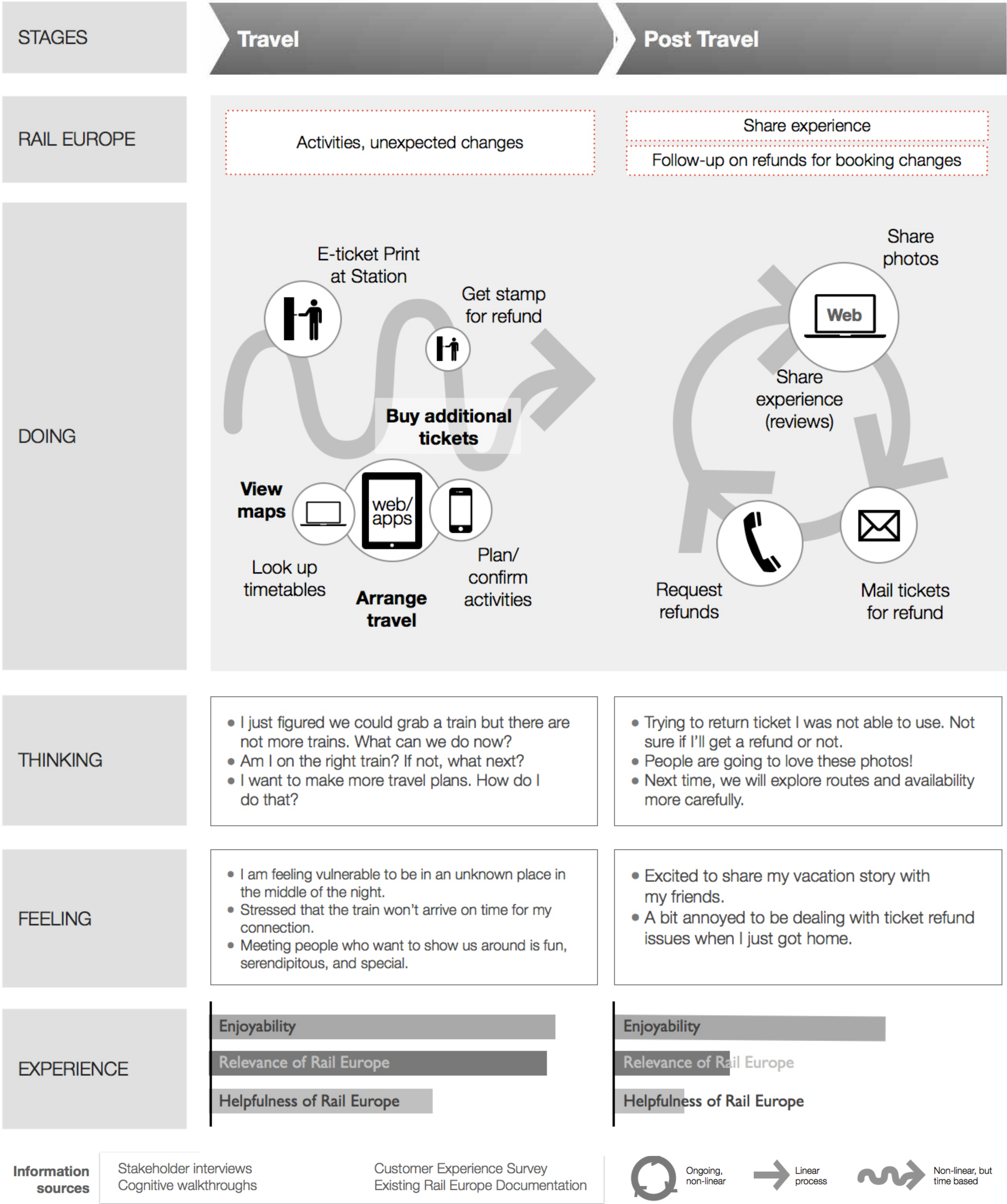
OPPORTUNIITIES AT THIS STAGE



CUSTOMER JOURNEY MAPPING (3/3)

using the Rail Europe Experience Map as an example

CUSTOMER JOURNEY (3/3)



OPPORTUNIITIES AT THIS STAGE

Improve the paper ticket experience. STAGES: Post-Booking, Travel, Post-Travel	Accommodate planning and booking in Europe too. STAGE: Traveling	Communicate status clearly at all times. STAGES: Post-Booking, Post Travel
Proactively help people deal with change. STAGES: Post-Booking, Traveling		