## CUSTOMER JOURNEY MAPPING

using the Rail Europe Experience Map as an example

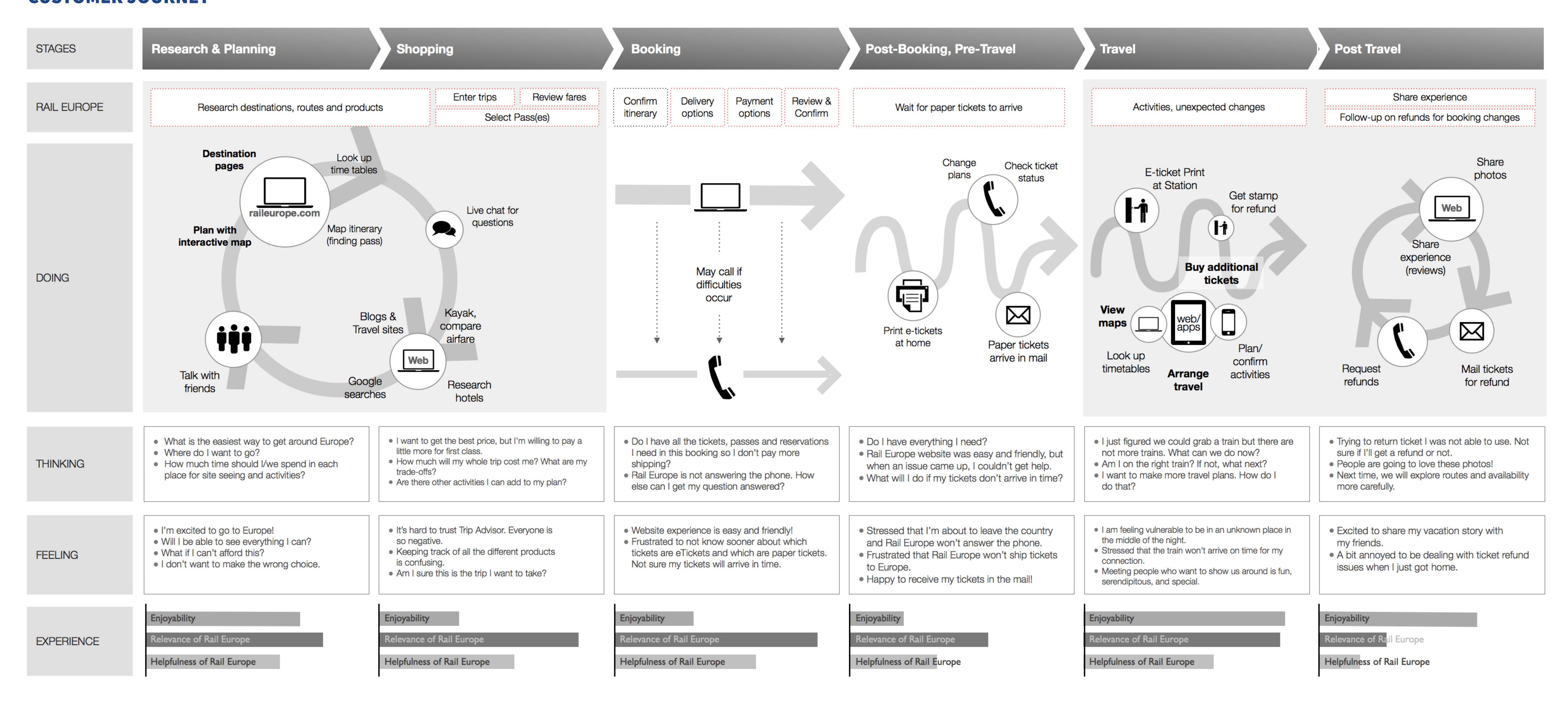
## **GUIDING PRINCPLES**

People choose rail travel because it is convenient, easy, and flexible. Rail booking is only one part of people's larger travel process.

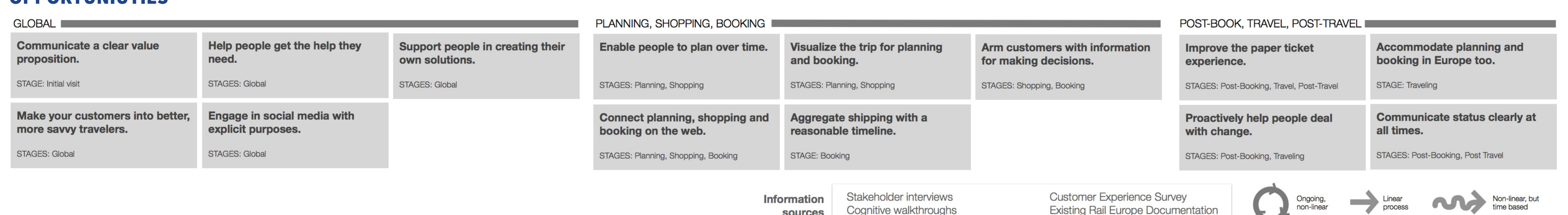
People build their travel plans over time.

People value service that is respectful, effective and personal.

## **CUSTOMER JOURNEY**



## **OPPORTUNIUTIES**









Cognitive walkthroughs

Existing Rail Europe Documentation