Q JOURNEY

Boost Your Understanding of the Customer Journey

Charting your customer's journey using the proven science of the American Customer Satisfaction Index (ACSI) enriched with valuable qualitative research.

CFI Group's hybrid approach to charting a customer journey map uses qualitative research infused with quantitative data measurement. Scientific models on quantitative data uncover what matters most in improving the customer experience, as well as the impact touchpoints have on an organization's desired outcomes, such as a greater degree of citizen trust and advocacy. The qualitative information CFI gathers illuminates what factors delight customers and where the organization is falling short. Leveraging the quantitative data with the qualitative context, CFI assists leadership in visualizing the customer journey map and optimizing resource allocation.

Priority Matrix Example

Project Overview

→ Customers selected to participate in web-based discussions with senior qualitative researcher

→ Online platform allows for video conferencing, live chats or bulletin boards to gather feedback

→ CFI Group data modeling yields reliable cause-and-effect analysis from ~75 respondents

→ Customer feedback produces a journey map, priority matrix, and detailed summary

Through our partnership with the Federal Consulting Group, CFI Group is able to offer a blanket OMB Clearance for customer satisfaction surveys. This streamlines the approval process, getting data into your hands in a fraction of the time it can take with a project-specific OMB clearance process.

CFI Group
CLAES FORNELL INTERNATIONAL

Customer Journey Map Example
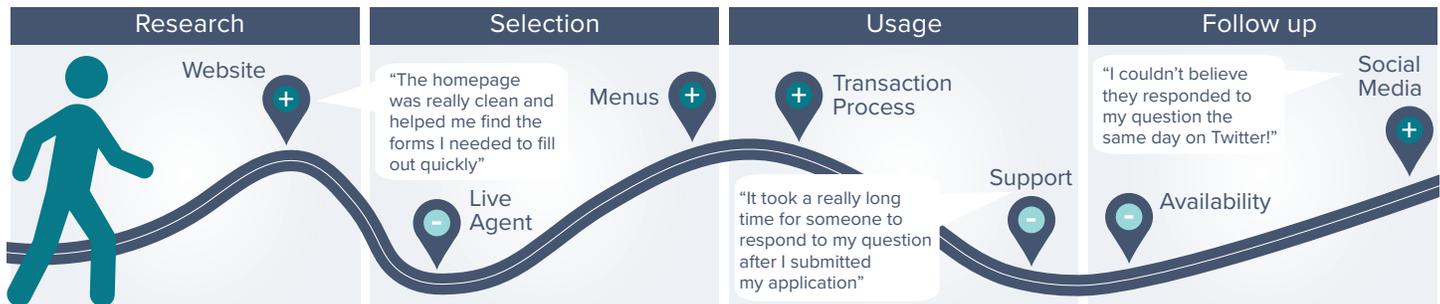
The QJourney Method

1. Meet with CFI Group project team to discuss agency/organization customer experience goals
2. Develop a survey instrument that is compatible with American Customer Satisfaction Index (ACSI)* methodology
3. Recruit customers to participate in qualitative research; flexible online scheduling options for maximum convenience
4. Conduct qualitative research; forum options include:
   - Focus group video conferencing
   - One-on-one video interviews
   - Live chats with CFI Group moderator
   - Online bulletin boards
5. Administer the survey as a part of the qualitative research, yielding a comprehensive blend of quantitative and qualitative data
6. Analyze the data using ACSI to inform stakeholders of customer experience elements with the greatest impact on satisfaction
7. Create a full customer journey map to provide additional context on pain points and factors that enhance satisfaction for each major touchpoint
8. Present the findings of key points and recommendations for maximizing customer satisfaction

---

The American Customer Satisfaction Index (ACSI), established in 1994, is a uniform, cross-industry measure of satisfaction with goods and services available to U.S. consumers, including both the private and public sectors. ACSI has measured more than 100 programs of federal government agencies since 1999. Developed by Dr. Claes Fornell at the University of Michigan, the methodology for the ACSI has become the standard measure for other national indices as well. CFI Group uses the ACSI methodology to identify the causes of customer satisfaction and relates satisfaction to organizational performance measures. The methodology measures quality, satisfaction, and performance, and links them statistically in a sophisticated structural equation model. Using this system, CFI Group's analysis precisely quantifies the relative effects of the many factors influencing their satisfaction, identifying those factors that will most improve customer satisfaction and other measures of organizational performance.

CFI Group
CLAES FORNELL INTERNATIONAL