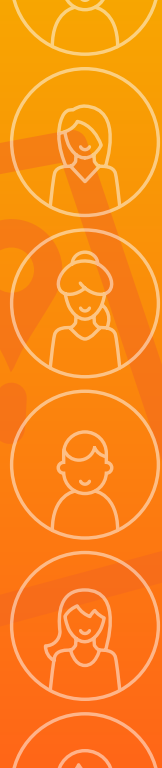


CUSTOMER JOURNEY MAPPING PERSONAS



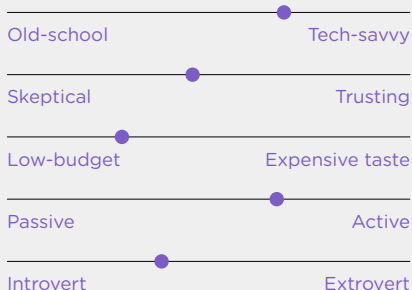
ETHAN, THE BUDGET TRAVELER



Age 35

Education College educated

Occupation Freelance photographer



Bio Ethan is always on-the-go. He is frequently travelling both for work and for pleasure. He does not have set work hours as he works for himself, but finds that most of his days are packed with exciting adventures. He is a vegan and is always exploring ways to be more health and environmentally conscious.

Channel preferences Chat, social media

Brands Kayak, GoPro, Nike, Instagram, Nikon

What matters in customer service Willing to spend time looking for the best deal
Price matters most

KATE, THE BUSINESS WOMAN



Age 50

Education MBA

Occupation SVP at a popular tech company

Old-school ● Tech-savvy

Skeptical ● Trusting

Low-budget ● Expensive taste

Passive ● Active

Introvert ● Extrovert

Bio Kate works hard and expects others to as well. Her assistant does a lot for her, but she wants constant updates on what is happening. She uses very few of her holidays in a year, so when she does use them she wants it to be perfect. Because she works at a tech company, she is very tech-savvy.

Channel preferences Whatever works the fastest and is the most convenient

Brands WSJ, NPR, JetBlue, Apple, Tesla, Evernote

What matters in customer service
Efficiency
Speed

DORIS, THE GRANDMOTHER



Age 70

Education High-school educated

Occupation Retired

Old-school ● Tech-savvy

Skeptical ● Trusting

Low-budget ● Expensive taste

Passive ● Active

Introvert ● Extrovert

Bio Doris loves to connect with people. Her life revolves around her children and her grandchildren and she is very involved in their lives. Although she did not grow up with technology, her family has bought her a smartphone and computer and taught her the basics. She prefers to talk to people in person, however she is fascinated by new technologies. Self-service channels must be very basic for her to complete a transaction successfully.

Channel preferences Phone, computer for research, email or chat only if necessary

Brands Not brand conscious

What matters in customer service Only interested in verified, trusted sources
Likes to talk to real people

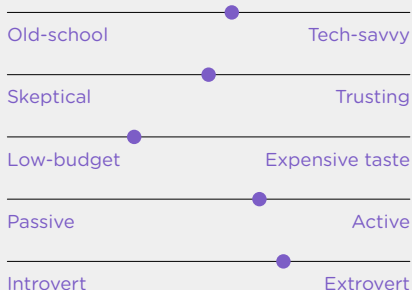
DAVE, THE DAD



Age 45

Education College educated

Occupation Stay-at-home dad



Bio When it comes to his kids, Dave does it all. Dave is raising 3 children, ranging from 5 years to 15 years. He drives them to school, does the house chores and bill paying, does the grocery shopping, and attends all his children's sports games and performances. Although his time is flexible, he is always busy. Most of his inspiration comes from what other parents are saying and he is very influenced by advertisements.

Channel preferences Phone, mobile apps, chat

Brands Koni, Jaguar, Porsche, Disney, BBC Radio 2

What matters in customer service Self-service or an option that allows him to step away and then pick up where he left off

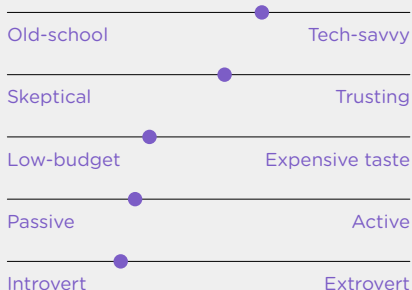
BETTY, THE NEW MOM



Age 40

Education College educated

Occupation Stay-at-home mom



Bio Betty is a new mother of two babies that are one year apart. During the day, all of her time is spent caring for her children and reading and learning about being a mother. She is part of a few mom groups on social media where she gets most of her inspiration for travel and fashion.

Channel preferences Phone, mobile apps, social media

Brands Loft, Toyota, Disney, ABC, Panera Bread

What matters in customer service Ability to do things when kids go to bed
Ability to switch channels if her kids need her immediately

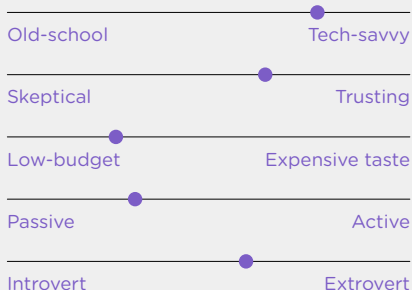
MARY, THE MILLENNIAL



Age 25

Education Grad student

Occupation Part-time waitress



Bio Mary is working towards a career in law and is currently busy in her first year of law school. She commutes between school, her part-time work as a waitress, and her home on the subway. Most days she has no time to herself as she is in the library or working a shift. When she does have free time, she wants to be with her friends at a bar or catching up on her sleep. She trusts companies easily and is easily influenced by celebrities, but she mainly sticks to the brands that she is loyal to.

Channel preferences Chat, social media, chatbots, text messaging
Doesn't like voice channels

Brands Apple, Starbucks, Uber, Spotify

What matters in customer service Efficiency
Uncomplicated
Self-service
Being able to do things on her smartphone



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