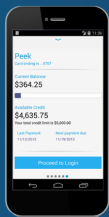


Barclaycard

Using customer experience to differentiate in a digital world

Challenge Accepted

Barclaycard needed to determine the best roadmap to transition from a product-centric operating model to one that would better deliver what customers wanted. West Monroe Partners developed a framework to capture and map key customer journeys, tie them to underlying value stream maps (VSM), and incorporate voice of the customer (VOC) measurement.



“Traditional Customer Experience projects often show little consideration for the operational impacts the solution will have,”

Sylvia Veitia, Head of Customer Experience, Barclaycard US

Hear more from Barclaycard



Hear from Sylvia Veitia, Head of Customer Experience, at Barclaycard and Gil Mermelstein, Managing Director, at West Monroe on how the two companies partnered on a successful project integrating customer journeys and value stream mapping to transform Barclaycard's customer experience. The project was chosen as a 2016 CXPA Innovation Award winner.

Our Results

Ability to prioritize projects that improve customer experience and business performance.

Barclaycard will be better able to allocate their strategic investment dollars.

Ability to quickly respond to their customers with lasting, impactful solutions.

Highlights



West Monroe helped Barclaycard map over 100 projects to points in the customer journeys.



Developed key personas, conducted journey mapping workshops with key business stakeholders data, mapped corresponding value streams for selected journeys, and tied business processes to VSM steps.



Created an inventory of future state ideas and projects as a result of uncovering links between customer action, perceived sentiment during that action, and waste in the value stream.



Reviewed incidents that negatively impacted customer experience and assigned to the journey in which they started, as well as the process step that contained the root cause, giving Barclaycard an understanding into both the operational and customer impacts they created.



Paired the identified root causes and fed them through the CJM inventory scoring model to create a journey-based, prioritized list of projects to address.