

BUSINESS PROBLEM

The Paychex CX team, who had been relying on a variety of traditional tools like PowerPoint, Miro, and Excel for their customer journey mapping process, was looking for a solution to solve several issues within their customer journey mapping practice

- Journey mapping was cumbersome and took a long time
- The organization was not sold on the effectiveness of journey maps
- Information-sharing with executives was manual and time-consuming, and the format (PowerPoint) sometimes left out details
- Customer journey mapping has been given a stronger focus at Paychex in the past year

SOLUTION

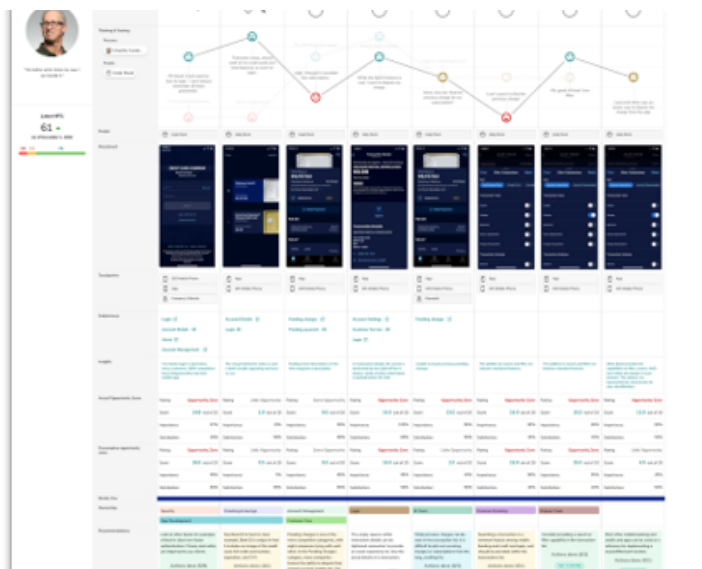
Celine Lossa, CX Strategist at Paychex, remembers walking by the booth at CX NA and glimpsing the demo video playing on the screen, "This is what we need."

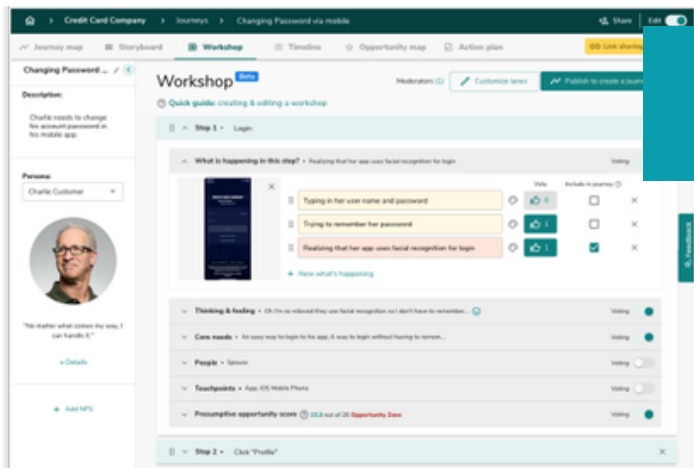
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IT WAS ASSEMBLING SOMETHING THAT WE HAD BEEN TRYING TO PUT TOGETHER MANUALLY. IT WAS RENDERING A MORE FINISHED PRODUCT THAT CONVEYED WHAT WE HAD STRUGGLED TO VISUALIZE.

She saw the swimlanes, the map of maps, and eye-catching graphics displayed in a way that made sense to her.

After seeing a demo of JourneyTrack at CX North America in 2022, Paychex participated in JourneyTrack's free 3-week trial and then took advantage of the onboarding assistance.





RESULTS

Using JourneyTrack for all of Paychex's customer journey mapping processes has found resounding success for practitioners and support from stakeholders and executives alike.

- The team now completes a complex, 10-step journey map that used to take 16 weeks on average in half the time
- The organization now supports developing journey maps to tackle business challenges, and demand for them has doubled
- The practitioner team is thrilled with JourneyTrack's flexibility and thrives on the collaborative nature of the tool
 - Stakeholders can participate for free in JourneyTrack's workshop feature - giving them a voice, a seat at the table, and an integral insight into the process. Remote participants' participation exploded when using JourneyTrack. "Sometimes you don't know how important/knowledgeable a person is until they participate"
 - The voting feature inside the workshop makes it easy to determine which elements to keep: the ones with the most votes!
 - JourneyTrack's opportunity score/map takes the emotion out of the process of prioritizing the next steps and strengthens credibility in terms of a way forward
 - Journey maps are now "living, breathing" artifacts that can be updated and shared whenever
 - The Map of Maps feature has been great for driving executive buy-in and advocacy of journey mapping

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IT WAS SO MUCH FASTER DOING IT THAT WAY, AND IT TOOK ALL THE EMOTION OUT.

BOTTOM LINE

JourneyTrack has accelerated Paychex's ability to become more customer-centric by strengthening the credibility of a previously subjective process.