



Customer Journey Mapping Strategy 2015

February 2015

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Background

Providers of public services are turning to the process of mapping their customer's experiences in increasing numbers, in line with their priorities to provide excellent customer services with due consideration to cost.

In order to drive the business forward, reduce wastage and demonstrate excellent customer service, the West Midlands Pension Fund (the Fund) understands that customer journey mapping (CJM) can be put to use at the Fund with excellent results.

Implementing CJM is viewed as a natural step for the Fund in line with its goals to be a top-performing LGPS Fund and to provide excellent customer service.

CJM is an approach that encourages us to think as our customers do when they engage with the Fund through our products and processes. This is completed by allowing us to 'step into the shoes of our customers' and see what it is like to interact and do business with us.

Objectives

As a business, CJM can help us identify how we currently treat our customers during contact that takes place. It can also assist in identifying preferred communication methods and how our customers feel towards us at each point in a sometimes lengthy end-to-end experience. The information gained will shape customer benefits, service improvements and potential business efficiencies.

The business priorities for the introduction of CJM are:

- to enable the Fund to effectively manage the expectation, experience and satisfaction levels of its customers with due regard to cost, efficiency and ease of completion;
- to ensure the delivery of value for money services; and
- to continue to meet statutory obligations.

CJM aims to map customer experiences in relation to four key areas:

- Expectations of completing a Fund process or using a Fund service.
- Perceptions (including whether or not they believe the service we provide offers value for money).
- Experiences, having completed a Fund process or used a Fund service.
- Overall satisfaction levels of a particular process or service.

The process of CJM will help the Fund understand the needs of its customers and identify areas of improvement. It will offer a balance of ensuring that we are meeting/exceeding customer expectations, at the same time as delivering the business needs and our long-term priorities.

Scope

The information contained in this document is relevant to all Fund staff, as well as those working on behalf of the Fund and representatives of the Fund, including trustees and employers.

For more information about how we engage with our customers and key responsibilities in the CJM programme, please read our Customer Engagement Strategy and Customer Engagement Process Document. For information about the process that we follow when mapping our customers' journey, please read our Customer Journey Mapping Process Document.

Ownership of the Customer Journey Mapping Strategy

This strategy is owned by the Head of Governance who manages the Communications, Marketing and Business Development functions of the Fund. The day-to-day management of this process has been delegated to the Events Co-Ordinator with support and advice from the Fund's Communications Officer, alongside stakeholders from across the business.

Strategy owner: Head of Governance

Last updated: February 2015

Next review: January 2016

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