

## CUSTOMER JOURNEY MAPPING

By 2020, service experience will be the competitive differentiator, even more so than quality. Customers expect more, want to be better informed and have more suppliers to choose from. This especially applies to companies in the health sector – it's all about humans. Our project consisted of a Customer Journey Mapping for the Philips office in Argentina, where it is one of the largest suppliers of medical equipment.

## OUR WORK

Team Philips performed a Customer Journey Mapping, focussing on Diagnostic Imaging and Image Guided Therapy equipment, such as MRI and X-ray systems. The research is done through several in-depth interviews with Philips' most important customers throughout Argentina, a customer NPS score for recent closed maintenance cases and a broad healthcare equipment market analysis. After thorough analysis of the research results the Philips team organized an intensive 2-day workshop where employees from every department with client touchpoints attended. The research results and the outcomes of the workshop led to a hands-on action plan for Philips Argentina.

## RESULTS

The goal was to create awareness of the importance of a 'customer first' mindset where every department thinks and acts as one Philips. Both the diversity in research methods and cross functional teamwork during the workshop revealed the moments of truth for the customers and the painpoints Philips Argentina has at this moment. This led to innovative opportunities for the future and is translated in an action plan. This action plan, finalized with managers from the relevant departments, contains quick fixes as well as long term goals for Philips Argentina. To maintain high impact on the customer service quality a sustainability plan was delivered. It was a heck of a customer journey!



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