



**CabinetOffice**

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**Making  
government  
work better**



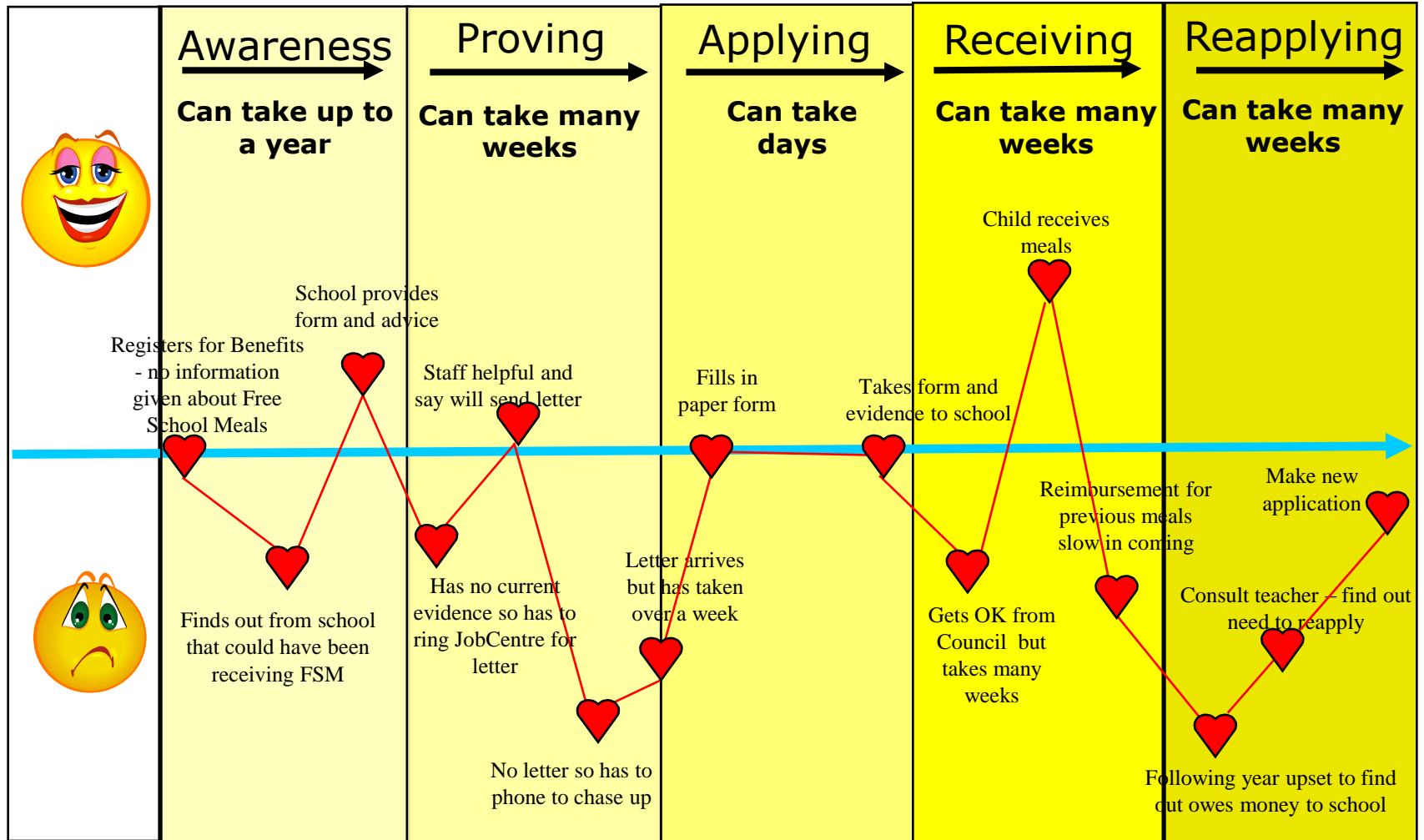
# Customer Journey Mapping Guidance

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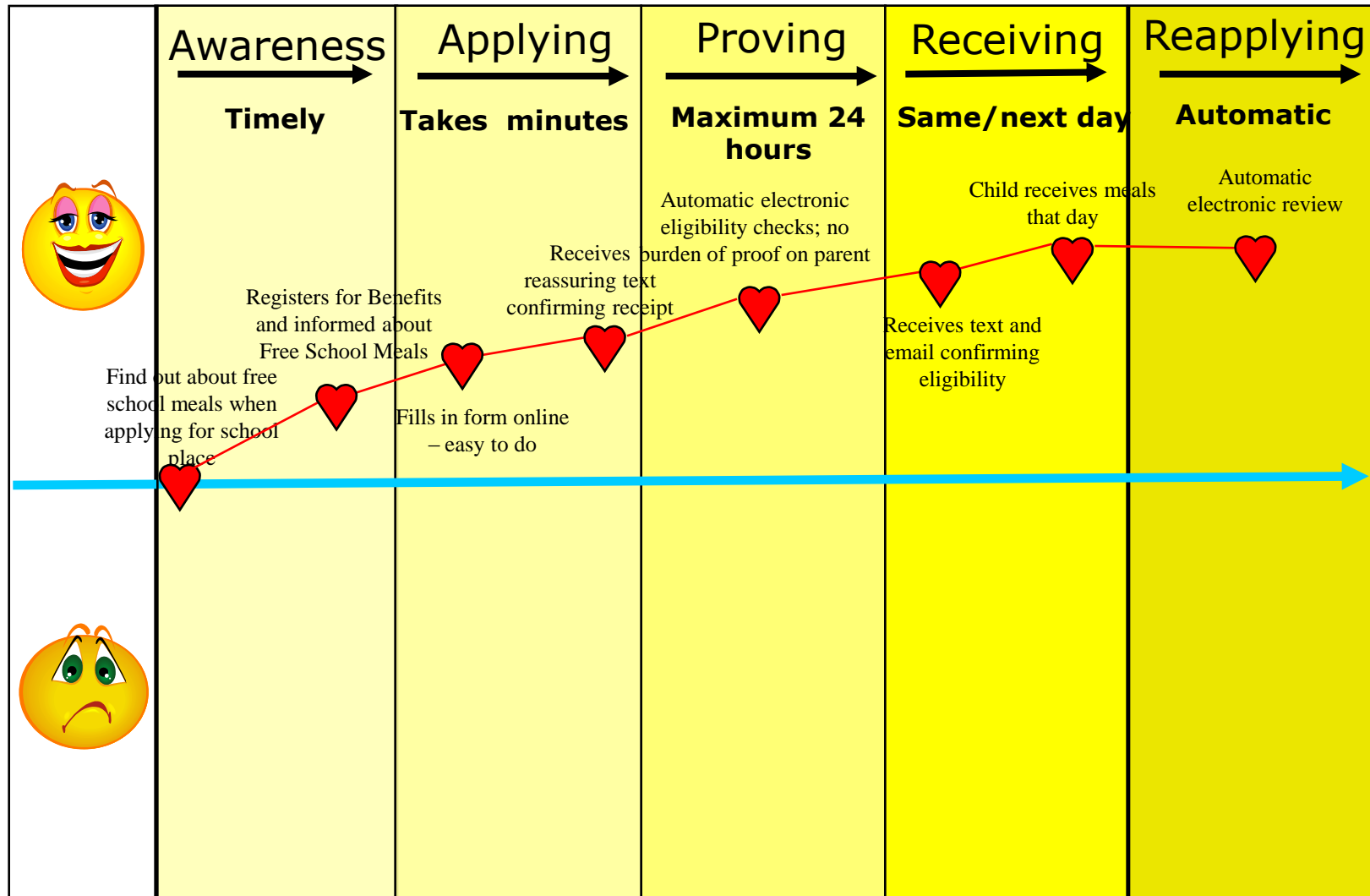
### Key Messages:

- Journey mapping is a tool of customer insight which can be applied to help organisations understand how customers define and experience services from their own point of view
- Journey mapping can be used to reduce duplication and shorten the length of processes, thereby both improving customer experience and driving efficiency – it's not an either / or
- It can help design a seamless, streamlined experience that cuts across silos by recognising when and where it makes sense to join things up for the customer, thereby helping to drive change in government in a way that cuts across silos
- It can help to inform performance indicators and standards so that progress can be tracked and measured over time

# Now - Free School Meals Process



# Future - Free School Meals Process



Main menu

? ↑ x

Your favourite pages

About Public Services

Contact Your MP, Councillor etc

Leave good or bad feedback on public services

My family

? ↑ x

Johnny has a new school report

Sinead's needs a regular vaccination (book)

Breakfast club next week – sign up here

Choose a school – click here for your preferences

My impact on environment ? ↑ x

Your car is due for a service

Bob click here for an easier, greener commute we have found for you

Amazing thermal image of your house Bob – see how much heat gets out!

Welcome Bob

? ↑ x

## Happy Birthday Bob



New family history records published at National Archives

My community

? ↑ x

Dogs in Moseley Park – should they be on a lead? Is dog poo a problem? click to have your say

Your recycling collection day changed to Thursday

Register to vote

New planning application on your street

Quick Links

? ↑ x

Most popular today

Directgov

Weather – met office

War Graves Commission

Travel advice

**GOVHOO!**

Search...

My money

? ↑ x

DWP owes you £397 ! – click here to collect

Parking ticket outstanding

Sorry there were problems with your electronic tax return - £5 rebate

My Doctor

? ↑ x

Hey Bob, how's the diet going? – you promised to be down to 100kg by Easter.....

Please click to make an appointment for a diabetes check

Cheating low fat pie recipe from Delia

Free British Army Fitness for Bob in Moseley Park

RSS feed, click use Licence – please feel free to reuse

Public Service  
Ad COI  
Adserver

Want to help improve local schools?

School governors needed in Moseley

Why worry about crime?

Click here to talk live to a local policeman