

MODULE FOUR

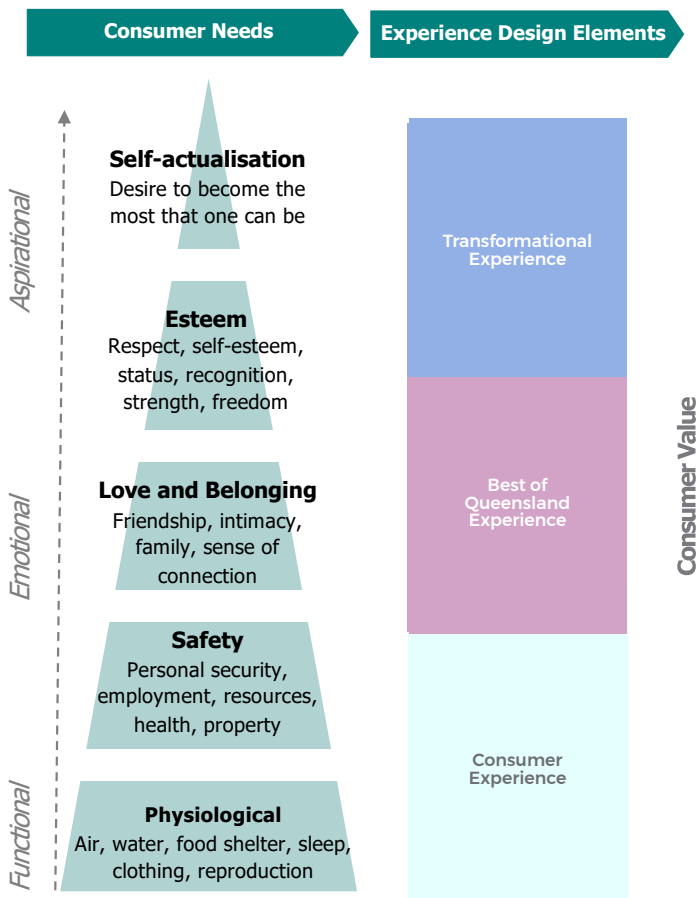
SELF ASSESSMENT

In this module, you are encouraged to undertake two quick assessments of your business and current situation.

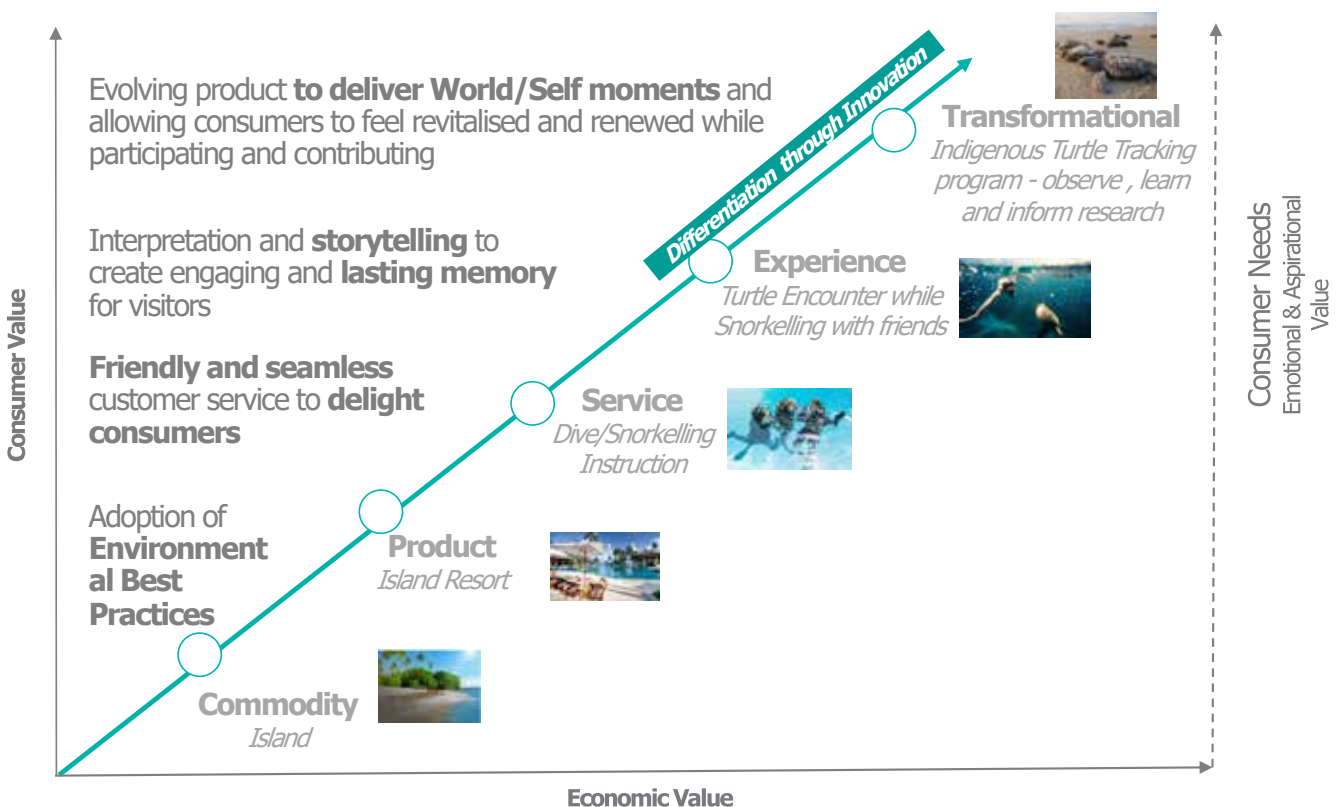
This will help to put you in your customers shoes and understand where you currently sit on the experience spectrum. With that knowledge you can more easily see where you need to focus energy to enhance the customer experience at all stages of their customer journey and progress along the spectrum to become a Best of Queensland Experience and ultimately a Transformational Queensland Experience.



HOW DOES EXPERIENCE DESIGN DRIVE VALUE?



Moving along the experience spectrum to become a Best of Queensland Experience and Transformational Experience.



QUICK SELF-ASSESSMENT TOOL

WHERE ARE YOU CURRENTLY ON THE EXPERIENCE SPECTRUM?

Putting yourself in your customers shoes, consider these questions:

1. Where do you currently sit on the spectrum?

- Commodity
- Product
- Service
- Experience (Best of Queensland Experience)
- Transformational Experience

2. Where do you want to be on the spectrum in the next five years?

- Commodity
- Product
- Service
- Experience (Best of Queensland Experience)
- Transformational Experience

3. What customer needs are you currently seeking to address (refer to consumer needs in diagram and consider how you address each one)

- Functional (e.g. safety, health, shelter)
- Emotional (e.g. sense of connection and belonging)
- Aspirational (e.g. personal growth)

4. What are your customers telling you in their reviews and feedback? What are the main threads you are seeing in terms of the needs you address?

- Functional (e.g. safety, health, shelter)
- Emotional (e.g. sense of connection and belonging)
- Aspirational (e.g. personal growth)

5. What are the gaps? What needs could you be addressing better in order to enhance the experience?

- Functional (e.g. safety, health, shelter)
- Emotional (e.g. sense of connection and belonging)
- Aspirational (e.g. personal growth)



QUICK SELF-ASSESSMENT TOOL

Customer Journey Mapping

Use the Five Stages of Travel diagram below to understand the customer journey. The Five Stages of Travel allow you to identify at what touch points you are engaging with your customers. Rate your engagement based on the checklist. This will help you understand where you may need to focus your energies to improve your customer experience and maximise the outcomes from your marketing.



Read each statement and decide how well you agree with it based on:

Strongly Disagree = 1 Disagree = 2 Neutral = 3 Agree = 4 Strongly Agree = 5

1. DREAMING

Dreaming is where customers imagine or aspire to the possibility of escaping their everyday.

Our business has a strong brand story and we know how it connects to the local destination brand, Brisbane region and Queensland brands.

We have an up-to-date content bank of images, video and copy that helps tell our story.

We have an up-to-date ATDW listing.

We partner and support broader tourism initiatives to extend our marketing reach.

We leverage and disseminate content across a wide variety of platforms relevant to our customers (e.g. website, social media, travel review sites).

TOTAL / 25

2. PLANNING

Planning is where customers investigate what a trip might be more concretely, although they haven't committed yet.

Our website is mobile friendly.

Our physical and digital presence accurately reflects our brand message and aligns with our local destination brand, Brisbane region and Queensland brands.

We are an accredited business and display this on our digital assets.

Our cross promotion and partnerships with other business make it easy for customers to find out what's on offer and experience Brisbane.

Our ATDW listing links to our social channels and website.

TOTAL / 25

3. BOOKING

Booking is commitment. The potential customer becomes your confirmed customer.

We make it easy for guests to book with us in their channel of choice (e.g. website, mobile phone) and preferred payment mechanism.

Our ATDW listing is linked to our booking channel to make it easier for customers.

We have a clear sales funnel with automated communications post the booking being made.

TOTAL / 15

4. EXPERIENCING

Experiencing is the heart of your offering.

We understand and accommodate for customers' needs and expectations.

We understand how our experience connects into the Brisbane experience pillars.

We make our guests feel comfortable and looked after.

We make it easy for our guests to enjoy our experience.

TOTAL / 20

5. SHARING

Sharing is where you and your customers connect with future customers. They share both the good and the bad of what they experienced with you, becoming advocates or detractors.

We encourage our customers to share their experiences.

We address and leverage feedback both positive and negative.

Our ATDW listing is linked to our Google My Business account.

TOTAL / 15



ASK YOURSELF:

1. How well are you engaging with your customers at each of the five stages?

2. Where do you need to focus your energies to enhance the customer experience?

3. What are some practical things that you can do to achieve this?