

CERA – Customer Experience Review & Analysis Canvas ®

1 Journey Context 	
Level	Macro journey
Journey Stage	Pre-purchase
Description	During this stage, the customer seeks information about our product and uses a variety of touchpoints to build awareness and trust.
Goals	Obtain information about our product
Trigger(s)	Social (the customer has observed her social environment using our product)
Emotions	Curious

3 Touchpoint Landscape 		
Owned touchpoints		
Touchpoint 1: Website add digital Owner: Sales department	Touchpoint 2: Out of home media physical Owner: Marketing department	Touchpoint 3: AI chatbot digital Owner: IT department
External touchpoints		
Touchpoint 4: Social media digital external	Touchpoint 5: Online forums digital external	

6 Prioritization & Action 	
Quick wins	Which touchpoints can be enhanced with minimum effort and maximum effect?
Technology opportunities	Where could technology improve the customer experience (not just automate it)? Which technologies add value to the touchpoints from a consumer perspective? Will the technology be accepted by our customers/ specific personas? Is the organization mature enough to implement and manage the technology?
Priority level	How critical is each touchpoint for overall experience and loyalty? Which touchpoint(s) should be enhanced first?
Course of action	What is our immediate course of action? What are the concrete milestones?

2 Customer Persona 	
Persona name	Samira
Generation	Gen Z (digital native)
Technology preferences	Apps, website, social media
Physical preferences	In-store shopping with friends

4 Experience Diagnosis 	
Inputs	Analysis
Internal inputs Quantitative Data Which data is available in the organization that can be used for quantitative analyses of the experience? E.g. customer feedback, return rates, satisfaction scores. Internal workshops Which stakeholders in the organization can provide meaningful input to our analysis? External inputs Focus groups Which external focus groups could be relevant to the identified touchpoints and how can they provide input? Customer interviews How do our customers perceive the experience? Where can improvements be made from their perspective? Mystery shopping/ Competitor benchmarking How can we assess and benchmark similar touchpoints of our competitors?	Experience Analysis Value added and friction What value does each touchpoint add from the consumer perspective? Where does the customer experience friction? Where do touchpoints get complex from the customer's perspective? Where are repetitive tasks required by customers? What can we learn from our customers? What can we learn from our competitors? Consistency across touchpoints Is the experience consistent or fragmented across touchpoints? Do external touchpoints feel consistent with owned touchpoints? Ownership analysis Organizational ownership of touchpoints Are there any touchpoints which are influenced by multiple departments but have no clear owner? Do touchpoint owners communicate with each other? Are there clear handovers between touchpoints where required? Influence strategy How can we effectively influence external touchpoints (e.g., content, incentives, community design)?

5 Technology & Data Reality 	
Current technology support	Which systems or technologies currently support each touchpoint? How to these technologies add value from the customer perspective? Where does technology make things complicated? How can legacy systems be streamlined?
Data availability	What customer data is available and where does it sit? Is all data available when it is needed? Would we benefit from external data? From where could external data be sourced?
Data quality	Is our data accurate and can we use it to build on? How do we deal with conflicting data?
Data collection and retention	How are we collecting the data? Which are the primary data sources? How can we use novel technologies to improve data collection?
Data usage	How can we use the data to enhance personalization? How does the data inform decisions about touchpoints?