

Customer Journey Map - Stakeholder Engagement



| Journey Steps | Customer Reaches out to Stakeholder Engagement Team | Triage the Enquiry | Request for More Information | Answer Question | Conduct Engagement | Follow Up (Closing the Loop) | Reporting | Events |
|--------------------------|---|---|---|---|--|---|---|--|
| Description | Via phone, email, text messages, through shared mailboxes, SCO's, website, and face to face requests. These requests usually entail requests for assistance or requests for engagement. Often topics like Access, Fatigue, WWD, CoR, rest breaks. | Assess the enquiry and ensure that its fully understood. Is there missing information? Do we require more? Do we need to find the answer or can we provide the answer right now. | The customer is contacted to seek further clarification regarding their matter whether it be an engagement or enquiry. We would seek to reassure them and renegotiate expectations. | The customer is contacted to answer an enquiry or lock in an engagement at this time. | Stakeholder Team attends or hosts the Engagement. The team turns up prompt and presentable to get set up and acknowledges and engages with the co-ordinators or venue hosts. | The Stakeholder teams contacts the customer to obtain feedback or follow up and provide additional information that was requested during the engagement that required specialist knowledge. | The stakeholder team gathers insights from events and engagements - reporting them into the business for all units of the organisation to take on board and address. | The stakeholder engagement team organically engage with customers during events and engagements. They strive to be approachable and professional and welcome all customers to have a chat or ask questions to open a discussion. |
| | | | | | | | | |
| CX Principles | You do what you say you're going to do | You genuinely understand my needs You do what you say you're going to do. | You do what you say you're going to do | You genuinely understand my needs You make my industry better You do what you say you're going to do You enable me to make informed decisions | You genuinely understand my needs You make my industry better You do what you say you're going to do You enable me to make informed decisions | You do what you say you're going to do. You enable me to make informed decisions. | You enable me to make informed decisions You make my industry better | you genuinely understand my needs you make my industry better you do what you say you're going to do you enable me to make informed decisions |
| Target Memory: | I knew the correct process to reach out to the team. The way to contact them was easy and efficient. I felt heard. They honestly cared | They understand my department and know who to reach out to. They provided me with the information to answer their question. They didn't waste my time. They tried their best to answer the question before reaching out to me. | They got back to me, they gave me a timeframe. I know they're on top of things and I'm confident that they'll assist me. | That entire process was smooth and efficient. That was great, looking forward to their continued involvement! I got a clear answer that was easy to read, easy to understand. I understand my next steps. | They were professional and polite. They were approachable. The team was authentic and pragmatic. They gave me their full attention. They understood me and were relevant | I was impressed that they got back to me. They followed up in the timeframe that they gave me. They understood my needs and provided me with tailored information. I feel confident in reaching out to the team again. | The stakeholder team added value with their insights. The stakeholder team continually seek out knowledge gaps from who they engaged. The stakeholder team supplied clear and concise information to determine whether there is a need for improvement with a process or content. The reporting that the stakeholder team gives makes me want to get more from them. | The stakeholder team were easy to approach and very accessible. The stakeholder team made me feel comfortable to ask questions in the moment. The stakeholder team were equipped to answer questions with the support of a SME. |
| Target Emotion | Trust, Relief, Confidence | Trust, Relief, Confidence, Support. | reassurance, confidence, supported, engaged | Impressed, Relieved, Content, Enabled, Informed | Impressed, Enabled, Informed, Validated, Changed outlook, Engaged. | Happy, Informed, Reassured, Confident, Enabled, Closure. | Confident, Satisfied, Informed, Accountable, Responsible, Motivated, Inspired to do better | Surprised, Safe, Comfortable, Enabled, Curious, Cared for, Trusting |
| Target Experience | That was pretty impressive. They were very helpful. I would reach out to the team again. They seem like a trustworthy group. That wasn't as bad as i thought it was going to be That was a genuine and authentic conversation. They're not afraid to say "i dont know" but will help send me the right way. They follow through | They were to the point. They knew what they wanted. The experience was easy, they came to us with the information that we needed to best answer their question enabling us to make an informed decision. | I'm looking forward to hearing back from them. I'm confident we're on the right path. | I would reach out to them again for any concerns or opportunities. I would engage with them again. That was a valuable experience. I would recommend them to others that need assistance. I would share their contact card. I found them competent and honest | I found value in this engagement and the content provided was tailored to me. I found that they were reliable. They didn't give me some rubbish spiel. They let me know if they didn't know the answer and vowed to follow up. | They exceeded my expectations. They did what they said they were going to do. I'd be happy to refer people or reengage to the team. I see NHVR in a positive light. | I appreciate the stakeholder team for taking the time to gather insights and feedback. I would give positive feedback to other departments. I would encourage other departments to look at the insights. I feel responsible to act on the insights and feedback gathered by the stakeholder engagement team. | I was surprised to see the stakeholder team. I'm glad i stopped by. It was a great experience. I felt listened to. I felt comfortable in asking questions without repercussions. The stakeholder team provided me with content that i was looking for. |

Reference NHVR Customer Definition
Our customers include any person or organisation who uses our services or with whom we work in order to ensure a productive and safe heavy vehicle industry.

