Customer Experience Map: Getting 'proof of age' identification prove eligibility for entitlements (current state)

This Customer Experience Map is a graphical representation of the service journey of a customer getting a 'proof of age' identification card (POA ID). This is the (fictitious, but based on a real government service) scenario where a person with no traditional proof of age (e.g. drivers licence, passport) needs to prove their eligibility in respect of age. The 'Agency' provides a POA ID card so people can use it in lieu of other forms of age proof. This map shows the customer perspective from the beginning, middle and end as they engage our Agency and other services and channels to achieve their goal. It shows the range of tangible and quantitative interactions, triggers and touchpoints, as well as the intangible and qualitative motivations, frustrations and meanings that we can leverage, change, improve during the solutioning work for the change initiative.

Experience Trigger →

- Need money (e.g. benefit, study entitlement)
- Want to save money (e.g. banking)
- Earning money (e.g. job)

Customer Type

Neville Never-Done
- Tends to be younger or inexperienced in terms of finances or dealing with institutions.

Circumstances
- Doing process for someone else
- Doing process for first time

Biggest Pain
- Never dealt with regulatory agency before. Some fear of process and ability to achieve outcome easily.

Expectation
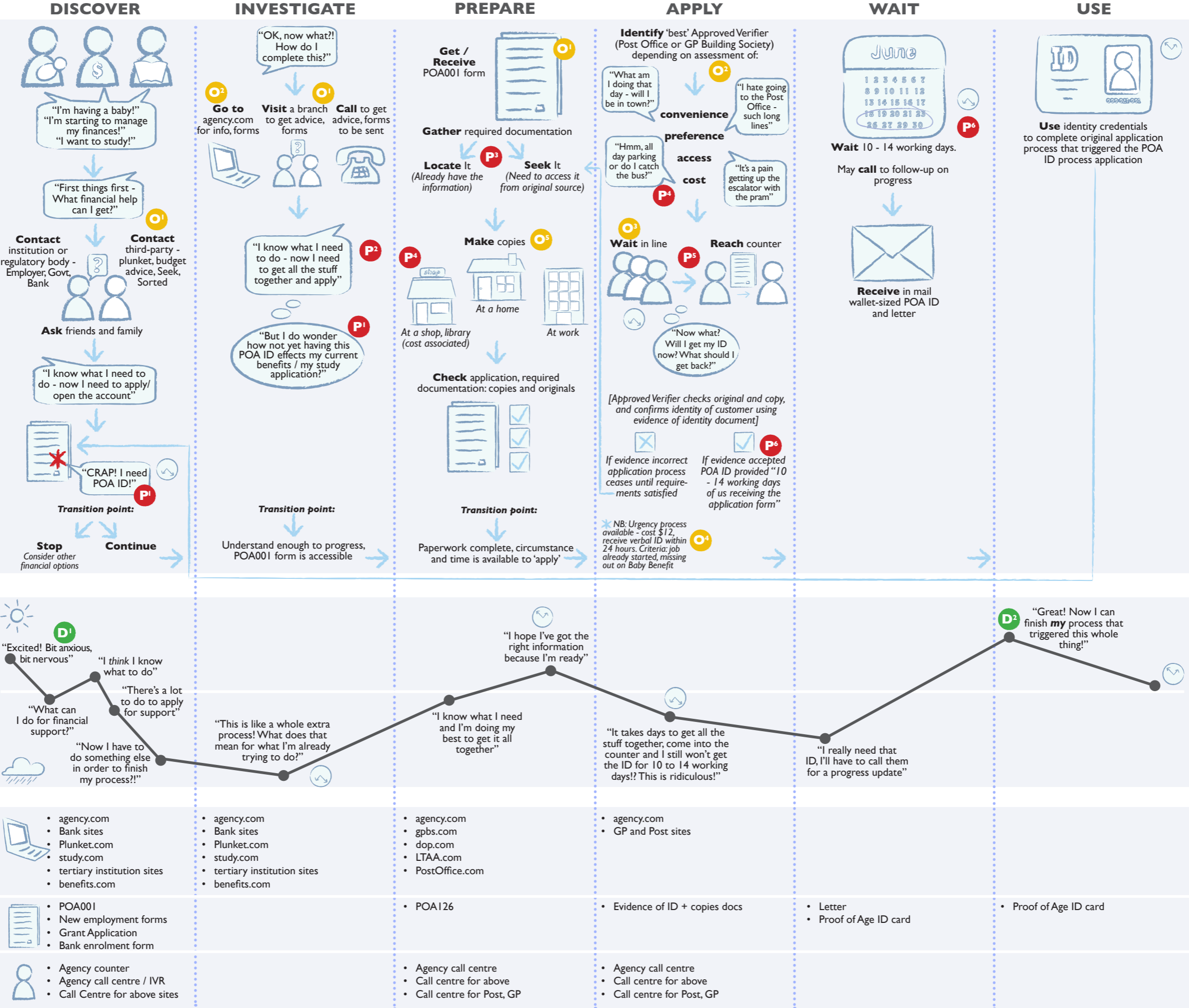- "Please let this be easy"

Sally Starting-Something-New
- Has had experience with institutions.
- Has a clear goal, understands process but is frustrated by inefficiencies or pressure on her.

Circumstances
- Starting something new
- New to this type of process

Biggest Pain
- Doesn't appreciate bureaucracy and red-tape, especially if it looks like it could be easier.

Expectation
- "This should be straightforward so I trust I can't get it wrong"

Map Key

Service Elements
- **P¹** Point of Pain (doesn't work)
- **D¹** Point of Delight (works well)
- **O¹** Opportunity

Time
- Time Spent (positive)
- Time Taken (negative)

Activity/Interactions

DISCOVER
"I'm having a baby!" "I'm starting to manage my finances!" "I want to study!"

"First things first - What financial help can I get?"

Contact institution or regulatory body - Employer, Govt, Bank

Contact third-party - plunket, budget advice, Seek, Sorted

Ask friends and family

"I know what I need to do - now I need to apply/ open the account"

"CRAP! I need POA ID!" **P¹**

Transition point:
Stop Consider other financial options
Continue

INVESTIGATE
"OK, now what?! How do I complete this?"

O¹ **Go to** agency.com for info, forms

Visit a branch to get advice, forms

O¹ **Call** to get advice, forms to be sent

"I know what I need to do - now I need to get all the stuff together and apply" **P²**

"But I do wonder how not yet having this POA ID effects my current benefits / my study application?" **P¹**

Transition point:
Understand enough to progress, POA001 form is accessible

PREPARE
Get / Receive POA001 form **O¹**

Gather required documentation

Locate It (Already have the information) **P³**

Seek It (Need to access it from original source) **P⁴**

Make copies **O⁵**

At a shop, library (cost associated) | At a home | At work

Check application, required documentation: copies and originals

Transition point:
Paperwork complete, circumstance and time is available to 'apply'

APPLY
Identify 'best' Approved Verifier (Post Office or GP Building Society) depending on assessment of: **O²**

"What am I doing that day - will I be in town?"

convenience

"I hate going to the Post Office - such long lines"

preference

"Hmm, all day parking or do I catch the bus?" **P⁴**

access

"It's a pain getting up the escalator with the pram"

cost

Wait in line **O¹**

Reach counter **P⁵**

"Now what? Will I get my ID now? What should I get back?"

[Approved Verifier checks original and copy, and confirms identity of customer using evidence of identity document]

If evidence incorrect application process ceases until requirements satisfied

If evidence accepted POA ID provided "10 - 14 working days of us receiving the application form" **P⁶**

NB: Urgency process available - cost $12, receive verbal ID within 24 hours. Criteria: job already started, missing out on Baby Benefit **O⁴**

WAIT
Wait 10 - 14 working days. **P⁶**

May **call** to follow-up on progress

Receive in mail wallet-sized POA ID and letter

USE
Use identity credentials to complete original application process that triggered the POA ID process application

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POINTS OF PAIN
BARRIER TO EXPERIENCE

P¹ Because the first touchpoint is about a different application process the need for a POA ID is not prominent. This causes real pain and frustration when it's discovered because instead of one process the customer has to do two. See **O¹**

P² Annoyed that a whole new process will take more time to complete, in addition to the time it takes for them to get their information together. Makes a real dent in view of Agency: "It's just red tape and I need that money!" When they know they're on track could leverage: **O¹ O⁴**

P³ High stress due to importance of papers not often referenced/used.

P⁴ Cost incurred for photocopying, additional cost may be due to accessing photocopy facilities. See **O⁵**

P⁵ Not knowing exactly what will happen throughout causes anxiety. See **O¹**

P⁶ Not knowing when POA ID will be received has potential financial impact and stress on customer. Could result in calls seeking reassurance and resolution. See **O³ O⁴**

POINTS OF DELIGHT
OPPORTUNITY TO SUPPORT EXPERIENCE

D¹ To ensure the right education info is available identify application touchpoints as well as popular blogs (and similar) that provide proactive advice and situation-contextual information.

O² To make it easier to decide on best location provide list of Verifiers in Agency site with link to google maps.

O³ Provide in-store visuals or pamphlets to describe process while people wait. For those who urgently need the ID and don't realise until they're in line this could help pre-educate them and relieve some anxiety before they get to the counter.

O⁴ Consider making the 'urgency' process the actual process. If we can do this in 24 hours and it costs $12 what is the cost of calls we deal with when people ring to find out status.

O⁵ Could consider removing customer cost of photocopying and subsidising Approved Verifiers to provide the service. Goodwill cost to Agency is minimal, but stress relief and real cost saving to customer - after all it's use that says it should be in paper form.

Emotion/Intensity

"Excited! Bit anxious, bit nervous" **D¹**

"I think I know what to do"

"There's a lot to do to apply for support"

"What can I do for financial support?"

"Now I have to do something else in order to finish my process?!"

"This is like a whole extra process! What does that mean for what I'm already trying to do?"

"I hope I've got the right information because I'm ready"

"I know what I need and I'm doing my best to get it all together"

"It takes days to get all the stuff together, come into the counter and I still won't get the ID for 10 to 14 working days!? This is ridiculous!"

"I really need that ID, I'll have to call them for a progress update"

"Great! Now I can finish my process that triggered this whole thing!" **D²**

Touchpoints

DISCOVER	INVESTIGATE	PREPARE	APPLY	WAIT	USE
• agency.com • Bank sites • Plunket.com • study.com • tertiary institution sites • benefits.com	• agency.com • Bank sites • Plunket.com • study.com • tertiary institution sites • benefits.com	• agency.com • gpbs.com • dop.com • LTAA.com • PostOffice.com	• agency.com • GP and Post sites		
• POA001 • New employment forms • Grant Application • Bank enrolment form		• POA126	• Evidence of ID + copies docs	• Letter • Proof of Age ID card	• Proof of Age ID card
• Agency counter • Agency call centre / IVR • Call Centre for above sites		• Agency call centre • Call centre for above • Call centre for Post, GP	• Agency call centre • Call centre for above • Call centre for Post, GP		