



Case study

Customer journey mapping & personas development

amadeus



Amadeus ePower

UX drives innovation through enhanced understanding of customer goals, behaviours and experiences

Amadeus ePower is a customisable online booking engine used by travel agents to allow their customers to book flights and additional services. The product has two distinct sets of users – travel agents and travellers – and is used in diverse contexts and across multiple devices.

During a 2 day workshop held in Istanbul, we looked at goals, behaviours and experiences across the customer groups, creating powerful customer journey maps, identifying unmet needs, prioritising growth opportunities, and aligning teams to drive innovation.

This work then informed persona development, validating the maps and adding deeper layers of user insight.

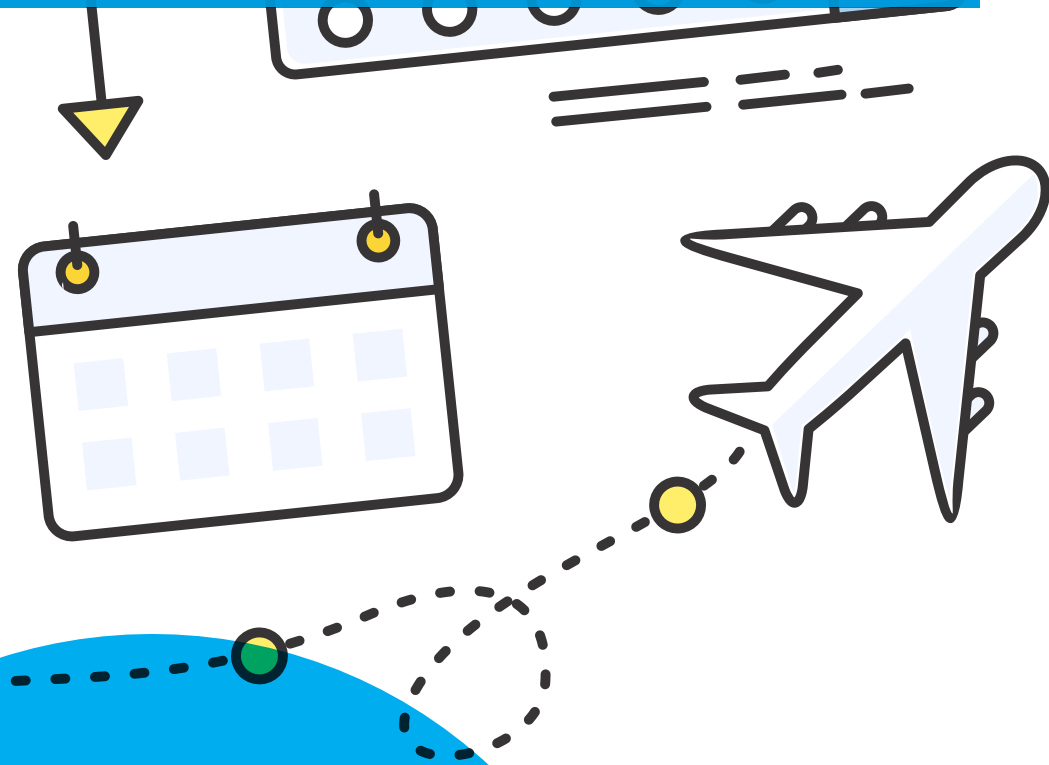
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Tran Dzien Nguyen

Head of Online Solutions for Travel Agencies, Amadeus

Definition : Customer Journey Mapping

Customer journey mapping is a collaborative, iterative process for synthesising and visualising the end-to-end customer experience. It delivers one primary artefact – a customer journey map.





Challenge

As Head of Online Solutions for Travel Agencies at Amadeus, Tran Dzien Nguyen was keen to ensure a UX driven approach to product development, with an understanding of the customer journey being central to this.

Tran's team works in Agile, and he saw the development of customer journey maps and personas as a vital foundation in assessing business needs, and innovating to deliver greater value. "We wanted to gain a 360 degree view of how customers experience our product," says Tran, "I was impressed with the System Concepts consultants' knowledge of customer journey mapping."

He had a series of objectives in mind when he commissioned us to develop the customer journey mapping.

The research objectives included:

1. Understand the ePower purchase customer journey from 'Pre sales' to 'Post implementation' for travel agents.
2. Understand the ePower site usage customer journey from 'get inspired' to 'post trip' for travellers.
3. Identify unmet customer needs, and opportunities to improve the travel agent and traveller experiences.
4. Generate ideas for ePower around unmet needs as a starting point to explore and validate future concepts and solutions.





What we did



Customer journey mapping

The customer journey mapping work we undertook was completed in a 5 week period, as follows:

- 1** We started by running remote interviews with 3 travel agents and a delivery centre team member, to get an initial understanding of travel agents' ePower journey. We also created a proto persona of a traveller based on our existing market and product knowledge, and collated ePower usability insights gained from previous research we had undertaken with travellers.
- 2** Our UX researchers created and facilitated a 2 day workshop in Istanbul, kicking-off the customer journey mapping activity by sharing our insights with ePower stakeholders. The workshop attendees worked in sub-groups to map customer touchpoints, actions, feelings, unmet needs and moments of truth as they progressed through every stage of the current journey.
- 3** Our consultants analysed the individual group outputs to create two insightful, end-to-end customer journey maps – one for travel agents, and one for travellers.
- 4** Our creative team then worked on the workshop outputs, presenting the customer journey maps in a visually engaging and easy to digest format. The maps capture the needs, feelings, tools used, who was involved, and the pain points and moments of truth along the journey.



What we did



User interviews and persona development

Once the customer journey maps were completed, along with subsequent rounds of user testing, our researchers undertook user interviews and persona development work. This added further user insight and understanding to the 'traveller' customer journey map.

We conducted user interviews remotely with travellers from Switzerland and Russia. This work incorporated:

- A pre-session exploration task to encourage reflection on travellers' most recent booking/travel experiences, followed by a remote user interview session.
- Developing a set of 4 personas to demonstrate the key traveller types using the ePower tool, and how their attitudes, needs and behaviours varied at each stage in the journey. Our accompanying report highlighted the opportunities these insights revealed.

Tran is highly complimentary about our UX researchers, describing them as, "...outstanding UX professionals. They listen, so they fully understand our needs, and exceed expectations by thinking outside the box."

"The methodology was well balanced. It was a big challenge, but the consultants helped us to break it down into achievable tasks, piecing together, adapting and valuing different elements. This helped us to build our story, step by step."

Tran Dzien Nguyen, Head of Online Solutions for Travel Agencies, Amadeus



Benefits

The Amadeus ePower team has gained powerful customer journey maps for its two primary user groups, travel agents and travellers.

“Customer journey mapping has changed the way we perceive unmet needs and approach the development process... it’s a game changer for us”, says Tran.

Large printed versions of these maps are now prominently displayed in Amadeus offices. This prominent reference point helps the team to connect with end users, identify gaps in the ePower offering, and spot opportunities to enhance the customer experience.

Tran says, “This research has helped us to categorise our product development

programme in to phases linked to the customer journey maps. We understand the gaps and are prioritising improvements. Ultimately it means we can create more value.” The research is delivering on other fronts, too – it’s integral to internal communications to the sales teams, for example.

By consolidating customer insight and presenting it in a visually engaging and digestible format, our creative team ensured that the project provides a valuable, frequently used point of reference for future R&D work at Amadeus.

Tran concludes, “Customer journey mapping is a powerful tool. This process has built collective intelligence from across our commercial, developer, and implementation teams, and really has helped pull the team together. A UX consultancy needs to be flexible and agile in its approach – it’s about real life! What I like with System Concepts is that they can deal with every type of research methodology and activity – this is key.”

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For friendly advice on how we can help
your business, just get in touch.

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