

Alex's Journey with FlexPoint

Awareness

Alex sees an ad for new shoes on Instagram

1



Consideration

The shoes Alex sees on FlexPoint's website are incorrectly listed as "in stock."

2



Purchase

At the store, Alex can't find the shoes and has to ask associate for help. She places order online for home delivery.

3



Use

The shoes don't arrive on their scheduled delivery date. Alex calls FlexPoint's call center.

4



Engage

When Alex checks the website for waterproof care of his shoes, he can't find any information. He starts a Live Chat.

5

Advocate

Would have given 5 stars, but given the complications, Alex rates the shoes and FlexPoint a 3.

6

Signals, Tools or Data: (Post-It notes here!)

FlexPoint's Internal Personas



CX Insights

Goal: Track and analyze CX metrics to identify trends, pain points, and overall sentiment

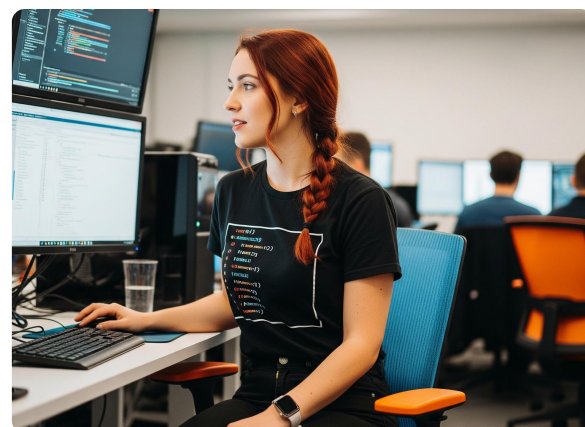
Priya Mehta
Dr. of CX Insights



Ops

Goal: Enhance operational efficiency while upholding customer experience

Miguel Torres
Dr. of Store Operations



Digital

Goal: Create seamless experiences for digital and physical retail

Alisha Grant
Sr. Digital Manager



Frontline

Goal: Provide consistent, positive in-store customer experiences

Tony Ramirez
Store Manager



Contact Center

Goal: Deliver fast, low-effort resolutions, improve CSAT and First Contact Resolution (FCR)

Jasmine Okafor
Sr. Contact Center Manager