

Customer Scenario[®] Mapping (CSM) Methodology

A Proven Methodology for Customer-Centered Design
(http://www.psgroup.com/consulting_csmcert.aspx)

- A proven consulting methodology for [Customer Co-Design](#) for gathering customers' future requirements based on their [scenarios](#)
- Jump-starts your product and process development cycles based on customers' metrics and priorities

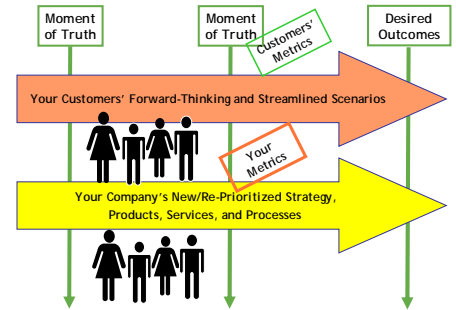
OVERVIEW

Customer Scenario[®] Mapping is the best way to prioritize and to redesign your processes from your customers' perspective. Using this technique, you can quickly discover and communicate a context-rich set of customers' ideal requirements. In a single session, you can easily capture customers' priorities, their metrics, the information they feel is critical, the offers they will value, the resources and application services you'll need to provide, the policies and processes you'll need to change and the business case for redesigning your processes to better support or transform your customers' processes.

The visual representation of the requirements conveys in minutes what would take hours to communicate in prose. The scenario map helps everyone in your company understand the part they play in delivering the customer experience, the impact of policies and practices on customer satisfaction, and the value to the organization and to the customer in changing (or retaining) those policies and practices.

SIGNIFICANT BENEFITS

<p>Capturing the Customers' Point of View</p>	<p>CSM is a low-tech, hands-on methodology that is driven by customers' wants and needs. Focusing on what the customer is trying to achieve, your company is much more likely to contribute to their successful outcomes, thus ensuring loyalty.</p>
<p>Quickly Gather Customer Requirements and Priorities</p>	<p>In the course of a few hours, you can gather specific details about what your customers want and how they want to do business with you. By capturing the metrics of how customers' measure success, as well as what they consider to be the most crucial "moments of truth," you gain a clear view of customers' priorities.</p>



In a Nutshell

- A proven hands-on methodology for gathering customer requirements.
- "Do It Yourself" online training program covers the concepts and principles of CSM.
- In-person facilitation practice cements your skills.
- Certification via participation in live CSM session addressing real customer issues.



<p>Shave Months off Your Product and Process Development Cycles</p>	<p>By prioritizing product/service and business process design based on what you learn from customers, you can typically cut months of trial and error off development cycles. Because the priorities have been defined by customers, based on their ideal relationship with your company, customers more quickly embrace new offerings or ways of doing business with you.</p>
<p>Cost-Cutting and Organic Revenue Growth</p>	<p>The process is very efficient and can be a critical cost-cutting tool as well as an organic revenue growth tool. The Customer Scenarios provide clear metrics down a line-of sight starting with what matters to customers. The scorecards prioritize customer-critical issues and provide a business case hypothesis for each.</p>
<p>Benefits for Customers, Partners, & Stakeholders</p>	<p>As you prioritize and take actions, customers will begin to see immediate benefits. Your partners will gain more visibility into the processes that matter most to them. Your stakeholders will gain visibility into the metrics and real-time data that matters most to their customers and their business.</p>
<p>New Insights</p>	<p>Each co-design session with its interviews, scenarios, and scorecards provide insights that you're probably NOT going to develop any other way. You can use this approach tactically, on an as-needed basis, in different geographies and vertical markets, or strategically, as part of your ongoing customer-centric approach to doing business.</p>

[Learn These Customer Co-Design Techniques:](#)

- Behavioral Segmentation
- Identify & Recruit Lead Customers
- In-Depth Customer Interviewing
- Issues & Vision Discussions
- Define Customer Personas in Context
- Internal Customer Scenario Mapping
- Creating Operational Scorecards
- Customer Scenario Mapping with Customers & Partners
- Turning Maps into Action Plans
- Nurturing Your Lead Customer Community

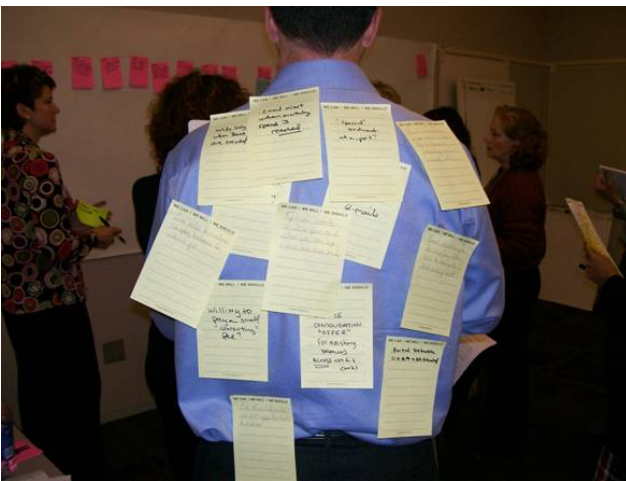
We have been using the Customer Scenario Mapping methodology in our consulting practice for almost 20 years with hundreds of client organizations. These companies have achieved impressive results, and many have chosen to train their own people to be CSM facilitators/consultants so that customer co-design has become a core competency within the organization. We're happy to [transfer the methodology](#) to your team.

For more information, please contact [consult "@ customers.com](mailto:consult@customers.com) or (617) 742-5200.



Some of Our CSM Training Clients:

- Agilent
- Amway/Quixtar
- ATG Financial
- Autodesk
- Cisco Systems
- CitiCorp
- Expedia
- Fidelity Investments
- L.L. Bean
- Nova Scotia Community College
- Oriental Trading Company
- Vodafone
- Xilinx



Free Download:

[The History of Customer Scenario[®] Design](#)

View our [Customer Scenario Mapping Research](#).

