



STUDENT ATTRACTION INTENSIVE

THE CUSTOMER JOURNEY





WELCOME TO THE CUSTOMER JOURNEY

WHAT IS THE CUSTOMER JOURNEY?

The customer journey is a story of each touchpoint your customer has when interacting with your dance studio. Instead of looking at just part of a transaction or experience (i.e.: the initial phone call or email when they enquire), the customer journey documents the full experience of being a customer, which begins early on and continues all the way through to becoming a paying customer.

The journey begins when they find out about your studio (i.e.: hearing from a friend

or seeing a Facebook advert), then moves to when they enquire about your studio (sending you an Instagram DM or calling the studio), when their child takes a trial class, the enrollment, the first few weeks in class, signing up for a recital...the list really does go on for quite a while!

The customer journey will identify key interactions they have with your studio. It identifies the customer's feelings, motivations and questions for each of these touchpoints.

A journey map is an illustrated representation of a customer's expectations, experiences and reflections as it unfolds over time across multiple stages and touch points while using a product or consuming a service.

– SIDDHARTH GAIKWAD



Many studio owners have a customer journey created by default, but not by design, which means it's up to the customer to create their own experience. This usually ends in disaster...and perhaps a 1-star Facebook review for you. Instead, we want to be proactive and design the customer journey by shaping the path for the customer and leading them down that path!

When you enroll a new customer, the student (and parent) is anticipating a feeling that will come with signing up. While the anticipated emotion will be a little different for each new customer, often the descriptors of pleasant, satisfied, easy and "on a high" are common. The overarching feeling they want to achieve

is certainly a positive one.

The other thing we need to mention is that while your system might be the same for enrolling into your studio (we will be going through your enrollment process in week 2), you have multiple customer avatars that will be enquiring with your studio and each of these avatars will experience the customer journey in different ways.

For example, a young single mom with a 3 year old son wanting to start dance class will go through the experience differently than a stay at home dad with 4 children all in different activities where now his eldest, who is 12, wants to start dance class.



One size does NOT fit all anymore. In the past we could get away with doing the same thing for each customer, but that is not working in today's world. Dance studio owners who are realizing the shift today are building thriving businesses. They are thriving when it comes to profits and thriving when it comes to greatly impacting the lives of their customers.

Customers are not the same as they were in the 1990's or 2000's. A lot has changed! Everything your potential customer needs to make the decision whether or not to

enquire with your dance studio is online. We are now in the experience economy where the customer has high expectations of businesses they engage with from the very first interaction.

This expectation is why the customer journey is so crucial. They are paying attention every single step of the way - taking notice of how enjoyable the experience is, how convenient, streamlined, and helpful it is, and of course how it makes them feel inside. They are watching EVERYTHING.



Rarely as studio owners do we ever take a moment to step into the shoes of a potential customer. We know what we do and how amazing it is, but are we seeing and experiencing what the customer is going through? Generally not.

When was the last time you went through every step a potential customer goes through when learning about your studio and really paid attention to the details?

This is our priority for week number one in the Intensive. Why? Well...if you don't get

this right, then nothing else we do will be as effective as it could be!

The other thing I love about mapping out a customer journey is that you can get your team involved, and that is SO powerful. I'm going to encourage you to really work with your team on this process and you'll see the power, and insight, it will bring.

Focusing on the customer journey ensures you are putting the customer at the center of everything you do in the studio.

WHY IS THE CUSTOMER JOURNEY ESSENTIAL?

Breaking down the customer journey step-by-step and aligning each touchpoint with a goal (feeling for the customer), then rebuilding the experience to reach those goals is crucial if you want to be the stand out studio in your area when it comes to exceptional service.

Without the customer, you wouldn't have a dance studio! So, it's essential that you put

them at the heart of your business always.

Here are few compelling reasons why working on your customer journey is not only a great idea but it's an idea that in itself can drastically help you grow your business while while you give your customer everything they expect...without costing you more money.





one

YOU KNOW WHAT THE CUSTOMER IS LOOKING FOR BEFORE THEY DO

When you map out the journey, you'll be well equipped to present potential customers with value added content before they type "dance studio nyc" into Google.

The power of understanding your customer and their journey is that you will be able to anticipate their first or next move - their next challenge or frustration.

Example: Let's assume that you have a 3-4 year old preschool ballet class. By going through our customer journey mapping exercise (below) you may discover that many of your parents signed

their child up for dance because they did ballet as a 3 year old and they loved it.

Knowing this, you have the opportunity to create content marketing materials that cater to this exact customer making you the first people they reach out to.

You can immediately understand what is interesting and helpful to your customers and create the kind of content that will attract them to your dance studio before they are even looking for a dance studio.

YOU CLEARLY MARKET TO YOUR AVATAR AND THEY SAY "YES! THIS IS THE PLACE FOR ME!"

Many dance studio owners don't really understand who their ideal students and parents are. I've often heard studio owners saying they have classes for "all ages and abilities." No one wants a jack of all trades! As customers we want specialists. Would you go to a pizza place for chicken...or a fancy Italian restaurant for a cheeseburger? Of course not...so why waste hours of time and boatloads of money marketing your dance studio to everyone?

When you complete the customer journey exercises below on your ideal avatars, you'll be crystal clear on who you want to serve. Now don't get me wrong...you won't be serving just one avatar! Your goal will be to have a focused few, but they will be drilled down so when you do market to them they will immediately say "Yes, this studio gets me. This is where I belong." You eliminate the price shopping and the endless debates over why you're \$5 more per class but your studio doesn't look any different than the 5 they've already researched.

YOU CAN GET ALL OF YOUR TEAM ON THE SAME PAGE - PUTTING THE CUSTOMER AT THE CENTER OF YOUR STUDIO

Once you complete a clear customer journey map, it can be shared with your entire team - office managers, admin staff and teachers. It's a great way to share the process that a customer goes through and how your team member's particular role is crucial to the success of the journey. You can then utilize it as a teaching tool for new team members but it's also a powerful resource for continual coaching of your current team.

I've seen studios transform within a month when they obsess over their customer journey. If you want more new students, start by mapping this out! This alone will fill in the gaps that are currently allowing many of your new enquiries to slip through your fingers because they're not receiving the experience they desire and demand.

There's no denying that the customer journey is important! To help drive the point home, here are a few examples of successful customer journeys.

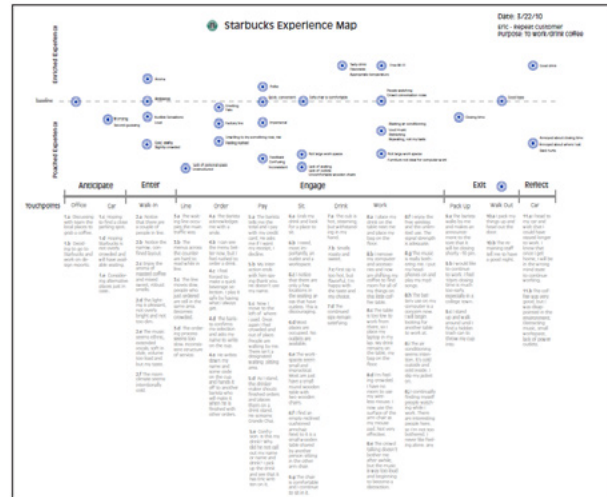
CUSTOMER JOURNEY SAMPLES

FLIGHT TO NYC



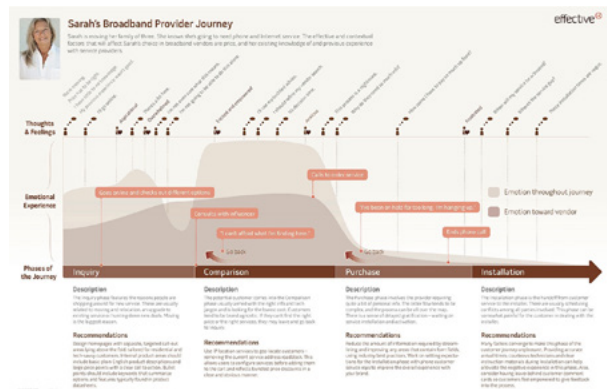
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STARBUCKS



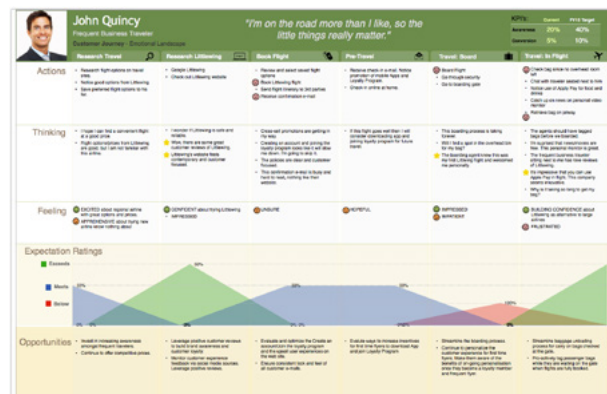
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BROADBAND PURCHASE



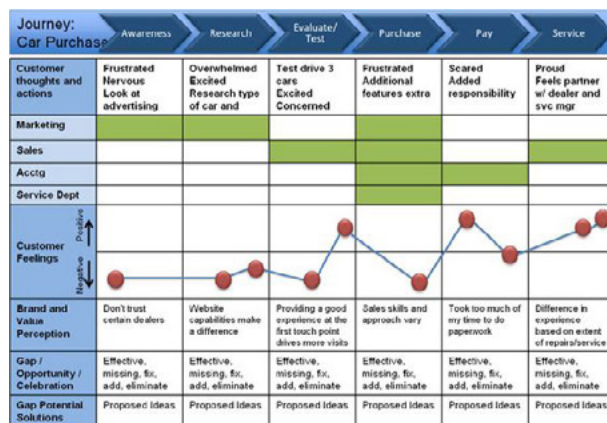
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BOOKING & TAKING A FLIGHT



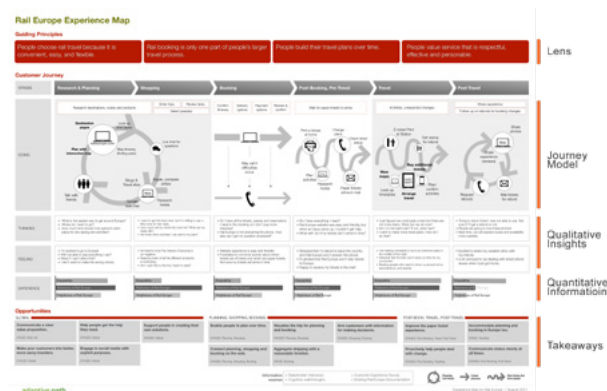
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CAR PURCHASE



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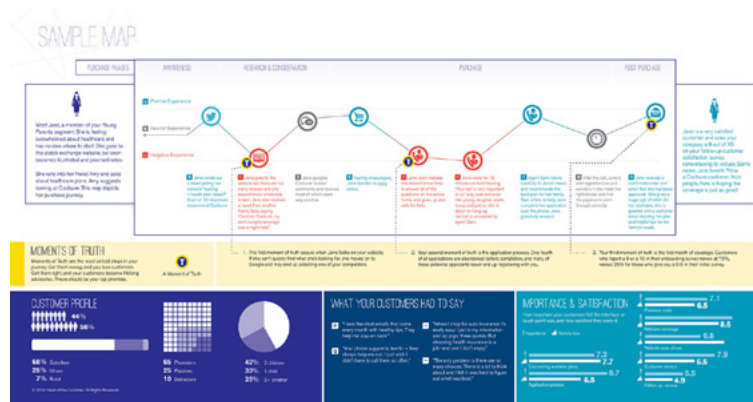
RAIL EUROPE: TRAVELING ON A TRAIN



Source: <https://uxmastery.com/ux-marks-the-spot-mapping-the-user-experience/experiencemap/>

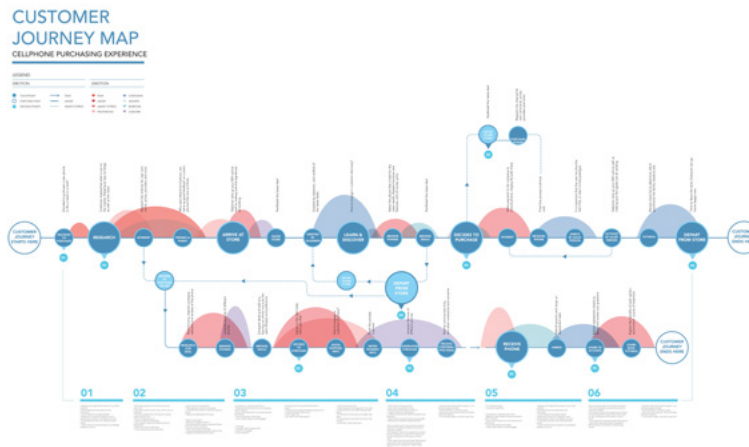
CUSTOMER JOURNEY SAMPLES

BUYING HEALTH INSURANCE



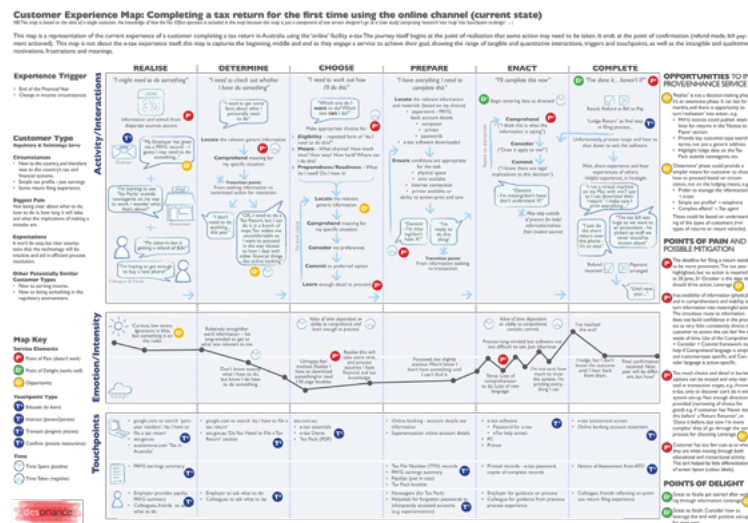
Source: https://www.mycustomer.com/sites/default/files/hotc_map.jpg

PHONE PURCHASE



Source: <http://blog.uxeria.com/wp-content/uploads/2015/09/8.jpg>

FILING TAXES ONLINE



Source: https://desonance.files.wordpress.com/2011/11/return-experience-map_desonance_nov-11.pdf



HOW TO SUCCEED AT CREATING YOUR CUSTOMER JOURNEY

MAP ONE CUSTOMER AT A TIME

Mapping the customer journey for each of your avatars is the key to understanding the unique experience each customer segment will have. While this exercise takes time, you will become the best studio in your area because you will have laser focused clarity - not only toward who you serve but how they experience your studio. You put their experience in your hands by design!



NO ONE KNOWS MORE ABOUT YOUR CUSTOMER JOURNEY THAN YOUR CURRENT CUSTOMERS

Once you've completed the customer avatar exercises below, bring together a group of 5-8 customers in each avatar to map out their view of the journey. Start with when they first heard about your studio to the moment they walked through the front door to the moment they enrolled with you and what their experiences were during their first few weeks.

You want to get their views on all the touchpoints which will showcase

opportunities and challenges. You could conduct this meeting in person (this would be ideal and the most powerful) or online through a Zoom or Skype meeting. I love completing this step before you map out the journey with your team as your team may THINK they know...but your customers know best! I would also encourage you to have these conversations continuously with your customers in a less formal manner (coffee catch up or in the lobby).



three

SHARE THE JOURNEY

Customer journey maps need to be spread out to all your team members. This means creating maps that are simple to understand. Of course, don't worry about getting everything right straight out of the gate! Trust me, you won't. It's important to share warts and all so as a team you can

really work through those challenges. Set your ego aside...you don't need to be right all the time! And remember, by putting the customer at the center of your business you will be focused on closing the gaps that exist so you can always provide that WOW experience!

four

DO THE WORK!

Developing your customer journey is a thrilling and creative exercise - especially when you get your team involved. But, the entire process will be meaningless if you don't take action on what you discover. Once you have completed the mapping exercise, put together an action plan for the next 12 months on what you are going

to work on and in what order. Remember, you don't need to fix everything in the next 7 days (don't forget...you still need to run a dance studio!). Creating your action plan after mapping out the journey is key. As the CEO of your studio, you will be responsible for keeping your team on track and held accountable.

five

STAY AFLOAT

It's easy to become overwhelmed and confused when you are dealing with multiple avatars and a bunch of customer data. Take a deep breath and take it one step at a time. Customer journey mapping is not meant to be complicated - it's a

tool to help you easily understand your customers and how they move through your studio.

Now that you know what it takes to be successful, let's move into exercises.

IDENTIFY YOUR CUSTOMER AVATARS

For the rest of this section, we will be working from the week 1 spreadsheet [here](#). Please watch the video training in the Facebook Group (Training 1, Week 1) for a breakdown of how to complete this sheet.

STUDENT	AGE	GENDER	LOCATION	INCOME	FAMILY SIZE	NUMBER OF CHILDREN	NUMBER OF SIBLINGS	NUMBER OF SIBLINGS	NUMBER OF SIBLINGS	NUMBER OF SIBLINGS
1. Student	12	Male	USA	\$50,000	4	2	1	1	1	1
2. Student	13	Female	USA	\$60,000	3	1	2	1	1	1
3. Student	14	Male	USA	\$70,000	5	3	2	1	1	1
4. Student	15	Female	USA	\$80,000	4	2	1	1	1	1
5. Student	16	Male	USA	\$90,000	3	1	2	1	1	1
6. Student	17	Female	USA	\$100,000	4	2	1	1	1	1
7. Student	18	Male	USA	\$110,000	5	3	2	1	1	1
8. Student	19	Female	USA	\$120,000	4	2	1	1	1	1
9. Student	20	Male	USA	\$130,000	3	1	2	1	1	1
10. Student	21	Female	USA	\$140,000	4	2	1	1	1	1

CREATING YOUR CUSTOMER JOURNEY MAP

For the rest of this section, we will be working from the week 1 spreadsheet [here](#). Please watch the video training in the Facebook Group (Training 1, Week 1) for a breakdown of how to complete this sheet.

STAGES	INFORMATION	RESEARCH	BOOK A TRIAL	STARTING AT CLASS	IN CLASS	AFTER CLASS	ONGOING SUPPORT	ONGOING SUPPORT
DISCOVER	Initial Inquiry	Researching the studio	Booking a trial	Starting at the studio	First class experience	Post-class feedback	Follow-up communication	Referral program
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Congratulations on completing week one inside the Student Attraction Intensive. Let's continue the conversation in the **Facebook Group** where you can post your questions as well as watch all video recordings from the training and coaching calls.

See you next week!

MY BEST,
Clint



STUDENT ATTRACTION
INTENSIVE

