

"We have inconsistencies throughout the sales process. Our members never seem to get the same experience twice."

"We don't take our members into account enough in our decision making. How do we get better at that?"

"We have low member and employee retention. Business and talent referrals seem few and far between."



EXPERIENCE JOURNEY MAPPING



Understand how your member feels.

Journey mapping visualizes member and/or employee experience at each interaction with your organization (touchpoint). FarWell teams evaluate the emotion of selected personas at each touchpoint. We document and capture the full picture of experience end-to-end in a visual map. Then we share experience risks and opportunities and how to begin to address them.

WHY JOURNEY MAPPING?

- + Gain focus and direction for strategic planning.
- + Improve member and employee retention by delivering consistent, strategic experiences.
- + Increase sales by establishing a cohesive experience for all members from any point of entry.
- + Increase operational efficiencies and eliminate barriers to success.

JOURNEY MAPPING PROCESS



HOW DOES FARWELL HELP? | REDUCE FRICTION. GAIN STRATEGIC FOCUS.

RIGHT-FIT DISCOVERY™

Our no cost, no obligation Right-Fit offerings set up organizations for more effective projects. We get up to speed before providing solutions.

SIDE-BY-SIDE PLANNING

We work with you to create an optimal solution that will achieve success. We Right-Fit our recommendations so that your goals are achievable and sustainable.

ROLL-UP OUR SLEEVES EXECUTION

We deliver the right expertise at the right cadence, orchestrating successful outcomes. Using our planning as the guide, you can continually confirm we're creating value.

“Customer-centric companies are 60% more profitable than companies that don’t focus on customers.” - FORBES Learn how your teams influence members and employees in these experience focus areas:



EVALUATE MEMBER & EMPLOYEE EXPERIENCE

CURRENT & FUTURE STATE EXPERIENCE MAPPING

FarWell facilitates and ideates with your team to consolidate the entire organization’s point of view of your member and/or employee experiences.

We identify all persona touchpoints (interactions with your brand) to visualize the selected engagement journey.

EFFORT VS. IMPACT ASSESSMENTS

Results we provide describe how the level of effort by the organization impacts both your employees and the member.

OPTIMIZE CROSS-FUNCTIONAL TEAMS

OPERATIONAL ASSESSMENT

FarWell can provide insights into quality measures such as efficiency, functionality and cohesiveness.

CURRENT & FUTURE STATE PROCESS MAPPING

Documenting and understanding how your organization operates today for given touchpoints is critical so that you can focus on the right improvements and drive desired outcomes.

GAP ANALYSIS

FarWell works with you to define future state. We outline the variances between where you are today and where you want to be, including recommendations for how to move to future state.

ALIGN OPERATION & LEADERSHIP GOALS

LEADERSHIP ASSESSMENT

We can help your leadership team understand what is needed to create meaningful goals. Then we embed the vision and drive into the organization.

BUSINESS PROCESS ANALYSIS

FarWell provides efficiency recommendations and next steps to implement your continuous improvement initiatives.

RESOURCE CAPACITY ASSESSMENT

We can provide a clear view of how your organizational resources align with both internal and external demand.

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Once you see how to measure success in terms of experience, you can’t un-see it.