Category

Consulting

Customer Experience & Service Design Consulting Playbook

Designing experience improvements from real customer journey evidence, not internal assumptions about what customers want

- Practitioner
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for customer experience and service design consulting grounded in direct customer journey research — rather than internal stakeholder assumptions about pain points, which frequently diverge from what customers actually experience.

Isn't internal stakeholder input a reasonable starting point for

understanding customer pain points? It's a useful input but frequently diverges meaningfully from actual customer experience — internal teams often have systematic blind spots about their own processes, which is exactly why this playbook insists on direct customer journey research as the primary evidence base.

How much direct customer research is genuinely needed versus

relying on existing customer feedback data? Existing feedback data (support tickets, surveys) is a valuable starting point, but it's usually filtered toward customers motivated enough to complain or respond — direct journey research, even a modest sample, often surfaces pain points existing feedback channels miss entirely.

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internal teams often have systematic blind spots\nabout their own processes, which is exactly why this playbook insists\non direct customer journey research as the primary evidence base." } }, { "@type": "Question", "name": "How much direct customer research is genuinely needed versus", "acceptedAnswer": { "@type": "Answer", "text": "relying on existing customer feedback data?\nExisting feedback data (support tickets, surveys) is a valuable\nstarting point, but it's usually filtered toward customers motivated\nenough to complain or respond — direct journey research, even a modest\nsample, often surfaces pain points existing feedback channels miss\nentirely." } }] }

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