

RED Phoenix



A RESEARCH FRAMEWORK FOR DEVELOPING THE NEW COVID-19 CUSTOMER JOURNEY

Understanding the new COVID-19 customer journey will be critical to future business success. COVID-19 has led to fundamental changes to the customer journey. RED Phoenix provides organisations with a framework to fully understand new government, consumer, and employee needs.

Navigating the vast number of changes that business managers are faced with can be daunting. RED C has developed a framework to assist in understanding the changes which impact the customer journey.

This is a **four phased approach**:



Phase 1: Government/Industry Bodies

It starts with immersion into new Government regulations and guidelines, industry body advice and the business itself to understand the challenges faced.

Phase 2: Customer Needs

Only then can we embark on researching consumers. **Understanding the customers changed needs and expectations across the journey** is done using quantitative and qualitative techniques to unearth at each touchpoint:

- / The level of concern the customer may have
- / What their expectations are of the brand
- / How they may change their behaviour

Phase 3: Staff Needs

Frontline staff and back room procedures are also paramount in the COVID-19 journey plan and evaluating employee concerns and their expected behaviours of customers at specific touchpoints provides an additional layer of understanding.

We complement the evaluation with **emotional measures** to identify the connections customers have to the experience.

Finally, layering through the research, Behavioural Economic Theory, using **Implicit Response Testing and Nudge Hypothesis Testing**, where relevant, to understand how these influence customers.

Phase 4: Revised Journey Map

The final output is a COVID-19 specific review of your customer journey outlining changes in actions, thoughts, emotions and needs at each touchpoint. A one-page COVID-19 customer journey allowing all stakeholders to understand the new requirements to allow your brand to survive and thrive.

Irish Leisure Passenger – Annual Summer Holiday								
Stage of Journey	Journey planning	Getting to the airport	Check-in	Security	Retail	F&B	Departure Gate	Boarding plane
Activities	When to travel Checking websites Transport to airport	Checklist – what's new. Bag size hand sanitizer, gloves, face masks?	Automated check in where possible. Bring edges. If queues, I want to social distance	I want to social distance. Lots of people. Pre-prepare for hand hygiene. Check-in bag?	Check website for deals before travel. Bring a list. Stop and collect. Cashless payments	Can we eat before we go. Pre-flight drinks. Consider lounges	Sit down, pre-flight drinks. Washrooms	PPE requirements. Consider priority boarding
Feelings & Needs	Excited Need to get my family safely to the airport	At ease – I can control this part	Heightened anxiety – people around and touch screens	Highest anxiety – pinch point people around, trays for belongings	Some anxiety but I can choose to not stop if busy	Some anxiety but can choose not to if busy	Relax a little. Information on flight. Clean seating area.	Some anxiety – people around, confined spaces
Potential Opportunities for improvement	Transport/parking, drop off guidelines	Information on website on PPE etc.	Wipes for screens, pre-check in. Queue management	Queue management, sanitising trays, Nudge passengers to...	Promote alternative shopping channels	Communicate range of options available	Cleaning staff, information screens, Clean well managed washrooms	Queue Management

To rise and regenerate as the Phoenix does is key to business success during these extraordinary times.

“The secret of change is to focus all of your energy, not on fighting the old... but building the new.”

- Socrates



For Further Information
Please Contact us on
E / info@redcresearch.ie
T / +353 1 818 6316

redcresearch.ie