Current State Customer Journey Map: Personalization

Campaigner

Phases	Planning	Purchase	Onboarding	Implement	Usage	Retain/Churn
Goals	• Increase data collection • Replace legacy system • Expand marketing strategy	• Purchase a solution that meets company requirements and goals	• Onboard internal teams • Prepare content	• Build use cases • Launch campaigns	• Maintain campaigns • Monitor and adjust campaigns and segments	• Determine if the product is providing value
Process	• Conduct customer research to identify their needs • Develop tender requirements • Find a solution to meet tender requirements	• Get in touch with Acquia • Meet with sales • Express needs, goals, motivations • Explore solution options with multiple vendors • Check off tender requirements • Negotiate with vendors • Purchase personalization to meet tender	• Train Teams • Watch video resources • Roles and permissions • Acquia Academy • Upskill team with Partners • Three or more crawl, walk, run phone calls	• Advanced segmentation • Create segments, campaigns, AB Testing • Collecting data	• Set and forget campaigns • Monitor campaigns and make adjustments • Analytics • Benchmarking	• Report to management weekly on engagement and ROI
Touchpoints	• Acquia.com	• Sales • Partners • MCC • Engineers • Product Team • Professional Services • AM	• Partners • MCC • Engineers • Product Team • Professional Services • AM • TAM • Support	• Partners • MCC • Engineers • Product Team • Professional Services • AM • TAM • Support	• Partners • MCC • Engineers • Product Team • Professional Services • AM • TAM • Support	• Partners • MCC • Engineers • Product Team • Professional Services • AM • TAM • Support
Quotes	So before we had actually even put the tender document together, we had been doing research to see what people were wanting from us. And personalization was one of the things that really came out.	My understanding is that they had done some personalization before with a different tool. So, you know, they were attracted to content from Drupal that can be pushed into Personalization and it all kind of lives together as opposed to having to use another tool.	The implementation for personalization was a little bit rocky, however, the onboarding was quite difficult. We didn't feel that there was anybody else working in our space that had the product already and we kind of felt like we were a little bit left on our own with it. Okay, I'll, I'll say the like documentation and the videos, whatever. They were not very helpful in onboarding the tool.	Like we were told that those custom events are not tied anywhere to campaigns. They're just, the purpose of them is to trigger goals. So if I wanna create a custom event and I wanna say, oh, how, how many campaigns result in this custom event? That's not possible. But that was never explained to me along the way. And I was like, oh, so these custom vents are essentially useless unless they're triggering a goal.	I will say from an outsider's perspective, it feels like the personalization product might not have as many resources as it may have once had. And so it felt like at times, like from the engineering side of things, from, from personalization, that we were waiting maybe a little bit longer than we were expecting or, or that sort of thing.	So from my understanding now is that your campaign data and your reporting data is sitting on two separate systems and they were, they had done some work on the backend to merge them, but the way the system understands the two pieces doesn't allow data to connect in all ways. And that was very confusing to me along the way. And also when I had pressed about certain reporting and like I would look at the reporting and I'm like, can I trust this data? Can I make sense of it? And I often said I can't trust it because it didn't either look right.
Pain Points	• The tender may not outline internal resources, knowledge, and strategy to achieve results	• Assume the product will interact easily with Acquia product suite • If they do not purchase a partner or internal services due to budget to achieve results • Quick start and enhanced onboarding packages are sold but are not driving value	• Left on their own to figure out strategy • Unique industry making it hard to replicate, only retail examples given • Docs and videos not helpful in onboarding	• Three months before Proof of Value shown • Functionality not working as expected	• Can't get a big picture of view of how all campaigns are running • Slow resolutions from engineering • Experience Builder - lacks filters to see fully what is going on with campaign • No bandwidth to work on product improvements	• Not realizing value • Cannot trust data to report back on value and ROI • Suggestions are not on roadmap • Roadmap lacks vision of what the product will become
Opportunities	• Align DCOs at this stage • Set expectations early by clearly explaining what is needed from the user to execute Personalization • Require no prior knowledge to use Personalization	• Align DCOs with resources required • Provide an omni-channel vision and strategy	• Improve information given in videos and documentation • Enable each user to complete the outcome they set out to do by providing a better onboarding experience	• Require the minimum possible steps to complete • Be consistent throughout, have no dead ends	• Be agnostic of organizational structures (do not expose customer to internal structures of the service) • High level insight into all campaign figures with a dashboard	• Improve data accuracy to show ROI and realize value • Develop a vision for Personalization