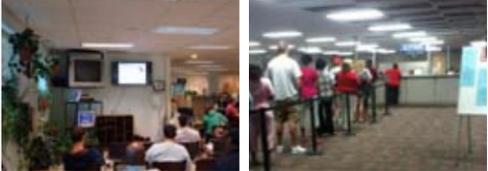


# Kentucky Workforce System – Customer Journey

	Phase 1 Pre-Visit	Phase 2 Arrival	Phase 3 Check-in	Phase 4 Services	Phase 5 Departure
<b>Consumer Need State</b>	<ul style="list-style-type: none"> <li>Contact and location information</li> <li>Easy to navigate online portal</li> <li>Efficient information about process/registration</li> <li>Clear understanding of services offered within entire system</li> <li>Job database</li> <li>Online applications</li> </ul>	<ul style="list-style-type: none"> <li>Easy, free and ample parking</li> <li>Clear external signage/way-finding</li> <li>Clean, inviting entry/lobby</li> <li>Reassurance that I'm in the right place</li> <li>Clear internal signage/way-finding</li> <li>Full list of services</li> <li>Personal assistance, top line Q&amp;A</li> </ul>	<ul style="list-style-type: none"> <li>Welcoming professional environment</li> <li>Friendly reassuring staff/greeter</li> <li>No wait, no hassle</li> <li>Clear understanding of process/what's next?</li> <li>Comfortable waiting room environment</li> <li>Efficient process targeted to my needs</li> <li>Overall speed and efficiency</li> </ul>	<ul style="list-style-type: none"> <li>Clear understanding of services &amp; aid offered</li> <li>Easy to understand services titles</li> <li>Robust job database for all sectors</li> <li>One-on-one targeted, solution-based help</li> <li>Consistent help (case-worker system)</li> <li>Privacy and quiet</li> <li>Comfortable workspace</li> <li>"I need a job"</li> </ul>	<ul style="list-style-type: none"> <li>Clear understanding of what comes next</li> <li>Who to contact if there is a problem</li> <li>Online capabilities for follow-up</li> <li>Reassurance that I've been helped</li> <li>Scheduled next appointment</li> </ul>
<b>Touchpoints</b>	<ul style="list-style-type: none"> <li>Website</li> <li>Advertising</li> <li>Public relations</li> <li>Call center</li> <li>Job Fairs</li> <li>Collateral materials</li> <li>White pages/Yellow pages</li> <li>Personal referrals</li> </ul> 	<ul style="list-style-type: none"> <li>Parking lot/garage</li> <li>Building architecture</li> <li>Exterior building signage</li> <li>Interior entrance signage/wayfinding</li> <li>Lobby</li> <li>Security/greeter</li> </ul> 	<ul style="list-style-type: none"> <li>Check-in desk</li> <li>Check-in desk Staff</li> <li>Informational brochures</li> <li>Application kiosk</li> <li>Waiting area</li> <li>Digital Media (flat screens)</li> </ul> 	<ul style="list-style-type: none"> <li>Digital/online user interface</li> <li>Environment</li> <li>Workspace</li> <li>Technology equipment</li> <li>Collateral</li> <li>Resource Center</li> </ul> 	<ul style="list-style-type: none"> <li>Website</li> <li>Staff/greeter</li> <li>Lobby</li> <li>Exit signage</li> </ul> 
<b>Communication Focus</b>	<ul style="list-style-type: none"> <li>Friendly, welcoming</li> <li>Clear, concise and straight-forward</li> </ul>	<ul style="list-style-type: none"> <li>Clear, concise and straight-forward</li> <li>Bold, highly visible</li> </ul>	<ul style="list-style-type: none"> <li>Friendly, welcoming</li> <li>Helpful, reassuring</li> </ul>	<ul style="list-style-type: none"> <li>Friendly, welcoming</li> <li>Helpful, reassuring</li> <li>Targeted, solution driven</li> </ul>	<ul style="list-style-type: none"> <li>Friendly and helpful</li> <li>Targeted, solution driven</li> </ul>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>Single point of entry website</li> <li>Online appointment application</li> <li>Pro-active PR approach highlighting positive data points vs. high unemployment rates</li> <li>Community library computer access outreach</li> <li>At VA—vet support/education opportunities</li> <li>At Corporations—proactive HR involvement</li> <li>Community involvement</li> <li>Transportation accommodations (interviews, job fairs, schooling)</li> </ul>	<ul style="list-style-type: none"> <li>Free, ample parking/vouchers/ticket validation</li> <li>Consistent easy to see external signage</li> <li>Clear, easy way-finding system</li> <li>Full list of services &amp; floor location upon entry</li> <li>Intuitive naming of services based upon consumer needs, not government terms</li> <li>"Wal-mart" Greeter</li> <li>Automated self check-in (kiosk)</li> </ul>	<ul style="list-style-type: none"> <li>"Traffic Manager"—what are you here for?</li> <li>Automated self check-in (kiosk)</li> <li>Digital media utilized for information</li> <li>Intuitive signage</li> <li>Warmer, more welcoming waiting areas</li> <li>Multiple Check-ins for different needs</li> <li>Optimize/eliminate lines—appointments, deli tickets, flat screen TV queue with names listed in order—by time slots, Dr.'s Office style check-in</li> </ul>	<ul style="list-style-type: none"> <li>Consistency from all staff, services and locations</li> <li>Aspirational staff title—"Greeter", "Concierge"</li> <li>Give staff goals—encourage excellence in service with performance based incentives</li> <li>Comfortable, private workspace</li> <li>Assigned case-worker system</li> <li>Additional volunteer staff—utilize retirees, previous customers and high school students</li> </ul>	<ul style="list-style-type: none"> <li>Exit greeter</li> <li>Contact assigned specific to service area for follow-up</li> <li>Online help or check-in on status capabilities</li> <li>Email blasts providing info on job fairs, outreach events, training, new jobs in database</li> <li>Follow-up call/email</li> <li>Comment cards</li> <li>Free brand keepsakes (key chain/highlighter)</li> </ul>
<b>Outages</b>	<ul style="list-style-type: none"> <li>Difficult &amp; confusing online navigation</li> <li>No clear listing of services provided</li> <li>Phone calls not returned</li> <li>Online capabilities</li> </ul>	<ul style="list-style-type: none"> <li>Crowded/expensive parking</li> <li>Inconsistent/non-existent exterior signage</li> <li>Cluttered lobby entrance</li> <li>Unclear wayfinding signage</li> <li>Signage of budget cuts &amp; forced closures</li> </ul>	<ul style="list-style-type: none"> <li>Armed security guard as greeter</li> <li>Unfriendly, rushed main desk staff</li> <li>Long lines</li> <li>Herd of cattle/Deli numbers</li> <li>The "Twilight Zone"—waiting for the unknown</li> </ul>	<ul style="list-style-type: none"> <li>Pro-active vs. reactive new business strategy</li> <li>Branded online user interface</li> <li>Institutional environments</li> <li>Consistency in service and attention</li> </ul>	<ul style="list-style-type: none"> <li>Have to restart process over and over again</li> <li>No personal follow-up—unreturned calls</li> <li>Online help overall outage</li> <li>Overall mental frustration due to long lines, wait time, environment, takes entire day</li> </ul>

