

S3P1-1: ARP-CJM Canvas

Purpose:

Combine internal process maps with customer touchpoints, expected emotions, and ARP scoring points to reveal where delivery (Action) and perception (Response) align — or misfire.

Example Table – Customer Onboarding Journey

Stage / Touchpoint	Internal Action (What we do)	Expected Customer Emotion	Response (What they feel)	Action Score (0-10)	Response Score (0-10)	Value Score (A × R)	Notes
Account Setup	Email sent with login details	Relief, confidence	Confusion – email too technical	8	4	32	Customers call support desk
Welcome Call	Manager calls within 48 hrs	Reassured, valued	Felt positive, “they care”	7	9	63	Consistent high scores
First Invoice	Auto-generated billing system	Neutral, “as expected”	Frustration at errors	6	2	12	Billing system weak spot
Service Delivery	Technician visit booked	Confidence, trust	Delayed; customer annoyed	5	3	15	Scheduling system bottleneck
Feedback Request	Email survey sent	Willing to share view	Ignored, low participation	7	3	21	Survey timing poorly aligned

How to use:

Map out each customer journey stage with both *internal* and *external* perspectives.

Score Actions and Responses separately to calculate Value.

Use misaligned areas (high Action, low Response) to target redesign efforts.

What's Different from a standard CJM:

Adds ARP scoring (Action × Response) to show where value is actually created or lost.

Links emotions to delivery steps, highlighting why misfires matter.

Turns a descriptive journey map into a diagnostic tool.

Uses:

Identify critical misfires in onboarding or service delivery.

Prioritise improvements based on where value leakage is highest.

Build cross-team understanding by linking process actions to real customer feelings.

Action-Response Principle (ARP)

Ref:S3P1-1