

CASE STUDY

Print Journey

Enabling more human-centered experiences



Our story

The print industry is struggling. Opportunities for success are limited with a fragmented marketplace of providers to choose from. In order to grow... our client, a **national print solutions provider**, will have to look at the future through a different lens, emphasizing agile processes, innovation and customer experience. Ultimately, they want to reinvent the print customer journey, designing a more human-centered approach for engagement.



The approach

We started by framing our hypotheses about the print journey (*what we already know*). These hypotheses became foundational for customer discussions – in large groups and one-on-one – where we learned about specific print experiences and how these customers engaged across channels for printing (*in-person, online, mobile apps*). The customer voices built our journey narratives, creating a framework of phases, steps, touchpoints, pain points and emotions. Ultimately, our **tumble team** defined and designed multiple print journeys.

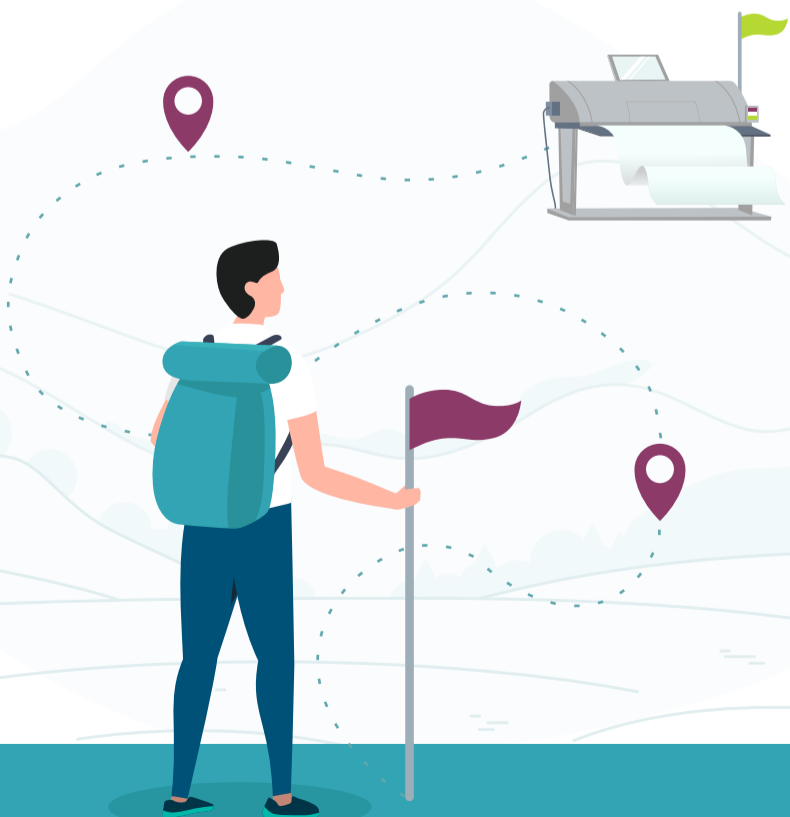


Why it matters

Journey mapping can be transformative. In this case, it literally changed the way our client looked at their business. Organizing principles transitioned from an outdated, transactional business model to experience-based engagement. Action teams have been deployed to address known customer pain points, and development priorities have been activated to close service gaps.

When you're ready to tumble, please contact:

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tumble
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