



Customer Journey Map Approach

Phase	Kick-Off & Align	Discover & Listen	Analyse and Map	Validate and Refine	Present & Recommend
Key Activities	1. Conduct start-up workshop with Mrs Claus & Head Elf liaison. 2. Confirm objectives, scope, schedule and status reporting 3. Map stakeholders 4. develop interview guide	1. Interview representative children and parents. 2. Capture touchpoints, emotions, and expectations. Collect qualitative insights. 3. Run a workshop to create CJM outline	1. Synthesize interview data. 2. Identify moments of delight, friction, and emotional highs/lows. 3. Create first-cut customer journey.	1. Test and refine journey map with internal stakeholders (Head Elf, select Board reps). 2. Adjust based on feedback.	1. Prepare Board-ready presentation. 2. Link insights to investment options and decision criteria. 3. Deliver final briefing and artefacts. 4. Handover
Deliverables	1. Communications Pack 2 Stakeholder Assessment 3. Engagement Plan 4. Interview guide 5. Status report template	1. Raw Insights Log 2. Empathy Summary 3. Workshop outputs (CJM sketch)	1. Draft Customer Journey Map 2. Insights Report.	1. Validated Customer Journey Map, 2. Findings Summary.	1. Investment Decision Support Pack 2. Board Presentation Deck. 3. Final CJM
Tools, templates, Techniques	Stakeholder Mapping, ConsultantCafe CJM Methodology PMBOK Managing Meetings (agenda, minutes, record keeping)	Interview Guide Template, Empathy Mapping Canvas CJM technique paper	Journey Mapping Template Thematic Analysis Matrix Affinity Clustering	Stakeholder Engagement techniques paper	AICD Frameworks Board Presentation Template, Recommendations Framework.
Est. Effort	Week 1 (1 FTE Effort)	Week 2-3 (2 FTE Effort)	Week 3-4 (1 FTE Effort)	Week 5 (1 FTE Effort)	Week 5 (0.5 FTE Effort)
Phase Outcome	A shared understanding of purpose, stakeholders and success measures	Rich, child and parent experiences data	Synthesised insights translated into clear journey stages and emotions.	Validated customer journey map and tested insights with internal stakeholders.	Board alignment on CJM findings to inform investment options

Assumptions:

- * Sample of ~12-15 participants (children and parents) representative across regions and belief levels.
- * Access facilitated through Mrs Claus' network and the Head Elf liaison.
- * Work conducted over five weeks with Board presentation before December close.

Risks We Will Manage

1. Limited access to diverse child and parent perspectives may reduce representativeness of insights.
2. Misinterpreting emotions or beliefs could distort key findings and investment logic.
3. Tight timeframe risks incomplete validation or rushed synthesis before Board review.

Overall Objective

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Pole Enterprises Customer Journey Map



Phase

Jan-Oct
The long off season

Nov
Awareness & Anticipation

Early Dec
Planning and letter writing

Mid Dec
Preparation and behaviour monitoring

Christmas Eve
The great delivery

Christmas Morning
Delight & Discovery

Late Dec
Reflection & Recovery



Key Activities

Santa and Elves debrief; data systems reset
Naughty/Nice lists;
Reindeer rest and retrain;
Parents recover financially;
Children shift focus to birthdays and school.

Retail and media ignite the season; Santa starts appearances at malls; homes decorate.

Kids draft snail-mail wish lists; parents post them (if they can find a stamp); Santa HQ processes backlog.

Naughty/Nice lists finalised; homes decorated; Elf on the Shelf surveillance peaks.

Families track Santa online; cookies prepared; global gift delivery underway.

Gifts opened; wonder reignited; homes filled with joy (and mess).

Families relax; gratitude letters; Santa audits performance; Elves clean workshop; Reindeer recover.



Children

😞 Low excitement; memory of magic fades.

😊 Excitement reignites; belief rekindled.

😬 Hopeful but impatient for replies.

😊 Excited but nervous ("Was I good enough?").

😊 Peak excitement → disappointment if tracking fails.

😊 Pure joy; belief restored for another year.

😊 Content but slightly sad it's over.



Parents

😬 Relief → 😞 Normal life resumes.

😬 Nostalgic but stressed ("budget, time, expectations").

😬 Tired, juggling logistics, dreading crowds.

😬 Stressed, managing over-sugared kids.

😬 Utter exhaustion; last-minute chaos.

😊 Emotional relief & pride; tired satisfaction & joy

😬 Drained but reflective.



Friction Points

Belief erosion continues during off-season; no touchpoints sustain the magic.

Parental belief at its lowest since early 1900s. Adults treat Santa as theatre, not faith.- Parents feel obligated, not inspired.- Children sense authenticity gaps.

Snail mail friction: parents frustrated by postage. Slow response time frustrates children used to digital feedback.

Emotional mismatch. Kids' joy rises as parent patience declines. Santa under media scrutiny.

Fake "Santa Tracker" data controlled by sovereign agencies — not authentic. Digital blackout frustrates kids wanting live updates.- Airspace near-misses pose real risk to Santa Logistics.

Post-delivery fatigue for all stakeholders; rapid emotional drop-off after morning high.

Loss of post-holiday momentum. Parents' belief gap widens again. Santa morale low as toy making in overdrive



Opportunity

- Launch Year-Round Cheer Updates: mid-year Naughty/Nice report cards or "Elf postcards."- Maintain a low-level digital presence with kindness or good-deed challenges.

Launch #BelieveAgain Campaign: rekindle wonder for adults via storytelling and nostalgia.- Introduce "Certified Santa" initiative ensuring consistent mall experience.

Create Digital Wish List Portal with instant "Santa received your letter" confirmation. Offer AI Santa Responses that reinforce positive behaviour.

Introduce Parent Prep Tools: automated reminders, wrapping guides, behaviour dashboards.

Publish Verified Santa Sleigh Data Feed (secure API to NORAD & parents). Integrate Real-Time Santa Updates with storytelling. Strengthen Airspace Coordination MOU with global authorities.

Introduce "Santa Thanks You" videos for personalised follow-ups. Capture memories through "Santa Yearbook" app.

Develop Post-Christmas Reflection Week encouraging gratitude and sustainability. Add "Belief Continuity" campaign: helping parents rediscover joy in tradition.

