

MAKE THE PROMISE ALIVE

Insights Learning & Development Ltd
Request for Information (RFI)

Customer Journey Mapping,
Service Blueprinting & Service Design Discovery

Introduction from Dane



Company overview and fit: a short description of your consultancy, UK delivery capability and why you believe you are a good fit for this opportunity.

JOURNEY

This is the kind of work we get out of bed for. A purpose-led business, sixteen entities, one promise, and a real question about whether customers feel it the same way everywhere. That is a brilliant problem.

We are Journey, an independent consultancy across strategy, design, technology and AI, with studios in London and Auckland and 25 years of global clients. We are called Journey for a reason. Your customer's journey is your biggest differentiator in a crowded market and your best reason for being kept. Everything we do flows from that.

London is our EMEA base and would lead this. Richard Watt runs the studio and would be your day-to-day person, with programme, design and operations leads all here.

Here is the part I would want you to know. Richard and I have each spent 15+ years in learning and development, leading learning engagements, change

and communications for multinationals across EMEA and the US. We have both rolled out learning products into complex organisations, Insights products included. We have sat in those rooms. We know the feeling when a team suddenly sees itself clearly, and we know what it takes to get there. You cannot pick that up from a briefing document.

And we keep a commercial lens on everything. This work should not become a beautiful artefact on a wall. It should open growth, take out cost, and give everyone in the business a clearer view of where they are going.

Dane Tatana
CEO

30+ Years Experience in Learning & Development



Company overview and fit: a short description of your consultancy, UK delivery capability and why you believe you are a good fit for this opportunity.



Dane Tatana
CEO

[HANDS-ON ACROSS THIS ENGAGEMENT, AND GENUINELY DELIGHTED TO BE.]

A true believer in personal development, 15+ years of it at Si Group and RogenSi, leading learning, change and communications for global clients in healthcare, manufacturing and finance. The last 15 years have been about customer experience for global B2B brands, closing the distance between what a business says it does for customers and what those customers actually feel. He co-owns Journey and runs it from London



Richard Watt
EMEA | Managing Director

[YOUR SENIOR RELATIONSHIP OWNER, AND THE PERSON YOU WILL SPEAK TO MOST.]

Richard has spent 15+ years where learning, communication and organisational change meet, much of it upskilling large, dispersed workforces and getting people genuinely on board. At Saba Software he worked with enterprise organisations on how learning gets delivered, tracked and embedded at scale. At TTEC he delivered customer experience and performance solutions in big operational environments. He leads our EMEA Strategy and Consulting Practice and runs the London studio.

Relevant Experience



Relevant experience: two short examples of customer journey mapping, service blueprinting, service design discovery or service transformation work.

JOURNEY



Air New Zealand^①

Future Aircraft Cabin Experience (FACE)

- Aviation
- Customer Journey Mapping
- Service Blueprinting & Customer Needs Research
- Five-Year Client Relationship

Picture sixteen hours in the air. Everything the old experience model assumed about flying stops being true somewhere around hour eight.

Air New Zealand was investing in a new generation of long-haul aircraft with one promise behind it, Manaaki, taking care further than any airline on earth. Beautiful ambition. The question was what it actually has to feel like at hour twelve, and they needed the answer before committing capital to cabins, service and systems that would fly for the next fifteen years.

So we followed the customer, check-in to landing, and asked what people genuinely need on a flight that long: sleep, control, privacy, dignity, the ability to work. Those needs move around depending on who you are, which cabin you are in, and how long you have been sitting there. We tested against real ultra-long-haul conditions instead of assuming the existing experience just stretched.

Then the fun part. We pulled the food and beverage service apart - what gets served, when, by whom, against what a galley and a crew can actually do - and mapped every digital touchpoint onto it, so the two behaved like one service instead of two strangers. Wherever the app promised something the cabin could not deliver at that moment, the blueprint made it visible.

We also rebuilt self-service check-in around accessibility: 30+ hours of disability testing, full WCAG A/AA/AAA and ADA compliance. Design for the customers with the least margin and everybody's experience gets better. That one lands with every audience.



WHY HAVE WE INCLUDED THIS?

- A purpose-led organisation turning a promise into something customers actually feel, across groups with very different needs and touchpoints owned by different teams.

Aventuur³

Global Surf Park Service Design

- Leisure & Hospitality
- Journey Mapping
- Service Blueprinting
- Operating Model
- Costed Roadmap

Imagine designing a service nobody has ever run, in an industry barely a decade old, and having to spend the money before the first customer walks in.

Aventuur is building a global network of surf and wellbeing destinations, Perth, Jacksonville and Auckland first, ten parks over the coming decade. Extraordinary ambition, and no template anywhere to copy.

We started with the business and operating model, then went straight to the people. Across 41 hours of workshops we built out the customer types and walked their journeys: first hearing about it, booking, arriving, the session itself, food and drink, staying over, and what happens after. Booking got the most attention, because it is both the main revenue engine and, as we discovered, the industry's favourite place to fall over.

Blueprinting joined every one of those moments to what has to exist behind it: access control, rentals, waivers, membership, point of sale, loyalty, support, accommodation, workforce systems. The real question turned out to be a big one. Does Aventuur own the relationship with the customer and the data, or hand both to a third party the second someone pays?

Then we went and asked people who already do this, 26 park operators and vendors. They were remarkably candid. Fragmented experiences erode brand value. Poor digital journeys turn straight into reception staff cost. Service constraints cap what you can earn.

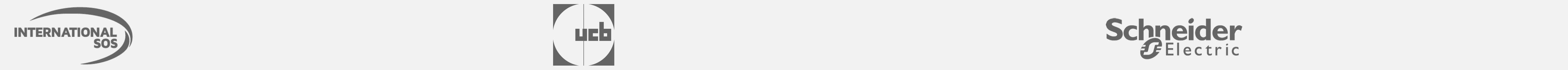
We came back with three costed approaches, trade-offs modelled across experience, operations, capital and running cost, a delivery timeline to 2028, a risk register and a board presentation. Global capital ran from \$2.26m to \$3.33m USD depending on the route. The board backed the recommendation.



WHY HAVE WE INCLUDED THIS?

- ↳ The whole arc, from customer journeys to service blueprint to operating model to a costed roadmap across markets, and it ended in a real decision, not a wall of maps.

Independent, Global, Expert Led, AI Enabled.

					
[REVENUE] \$1.5B	[EMPLOYEES] 13,000	[REVENUE] €7.7B	[EMPLOYEES] 9,000	[REVENUE] €40B	[EMPLOYEES] 160,000
[COUNTRIES] 90	[OFFICES] 83	[COUNTRIES] 40	[PATIENTS] 3.1M	[B2B PARTNERS] 1B	[COUNTRIES] 100+
[CALLS PER YEAR] 3.2M	[LANGUAGES] 110	[WITH JOURNEY] 5 Years	[MARKETS] 14	[WITH JOURNEY] 11 Years	[REVENUE] \$2.2M

Our work ran across enterprise-scale stakeholder environments where one standard of service has to hold in wildly different markets and languages.

A shared journey with content, compliance and local practice that shift market by market. Holding one consistent experience while genuinely respecting local difference, exactly the tension you will meet across your entities.

The buyer is rarely the user: wholesalers, contractors, electricians, specifiers, architects and homeowners all hold a piece of the decision. We mapped across every one of them and redesigned the ordering journey around what we found. Proven in one market, then rolled out, the local-proof-then-scale route you have already flagged.

Discovery Approach

Discovery's job is to find where the promise and the reality came apart, and to make that gap so clear and specific that people want to fix it.

Getting everyone in. We start by working out who owns which part of the journey, which across sixteen entities is rarely obvious and often quietly contested. We talk to people at every level, not just leadership, because the people closest to the customer usually know exactly where the service breaks and are almost never asked. They tell us straight away. We map maturity as we go, where CX thinking is flying, where it is brand new, and where one entity has cracked something the others have never heard about.

Evidence, gathered together. Customer and operational evidence, never in separate streams. Interviews across every customer group, alongside what the business already holds: CRM and system data, complaint and support volumes, handover and cycle times, drop-off

points. Where the data is thin or inconsistent between entities we say so out loud and design around it. On Aventuur we went further and interviewed 26 comparable operators, because when the inside is quiet, the market usually has plenty to say.

The rooms where it happens. Cross-functional workshops that put people together who normally only see their own slice of the journey. These sessions are the best part of the job. The real finding almost always arrives in the moment one team learns what another team has been telling the same customer. 41 hours of them on Aventuur, and on AstraZeneca we deliberately sat Global with Local, Commercial with Medical.

The journey as customers live it. Mapped by phase and by customer type, showing channel, ownership and what changes by market or entity. Variation is not noise, it is the story.



Discovery approach: a short summary of how you would typically approach stakeholder engagement, customer / operational evidence gathering, cross-functional workshops, current-state journey mapping, service blueprinting and prioritisation

What sits behind the moment. Blueprinting joins every customer moment to the process, system, data and team behind it. Almost every frustration at a touchpoint turns out to be the visible tip of a handover, a system boundary or a gap in ownership further back.

Choosing what to do first. We size findings before we rank them, cost to serve, capacity used, revenue at risk or waiting to be unlocked. We separate what can be fixed right now from what needs structural change, and we lay out the choice between proving it brilliantly in one market and moving everywhere at once, so the decision is made on evidence and everyone can see why.

We work in phases with a decision gate at each one, so scope keeps getting sharper as we learn.

Future State Capabilities

Beyond discovery:
Future-state design,
operating model, governance,
adoption and roadmap.

Every organisation makes a promise. Far fewer are built to keep it. In our experience the gap between what a business says and what its customers actually experience is almost never a communications problem, it is a design and discipline problem, and it is load-bearing from the bottom up. We work across four layers: the promise you make, the proof of where it shows up, the discipline that holds it in place, and the reality your customers live. Discovery finds where those layers came apart. Everything after is the joy of reconnecting them.

Our Solve & Evolve method breaks that into decidable phases and re-scopes at every gate, so commitment is earned rather than assumed. Our technology capability is there to keep recommendations feasible and costed, not to talk you into a build.

Promise	Proof	Discipline	Reality
Future-State Service Design	Implementation Roadmapping	Operating Model & Governance	Adoption And Measurement
Designing the service that should exist, not just documenting the one that does. For Air New Zealand that meant designing against customer needs projected well beyond the current product cycle. For EBOS we built a direct-to-consumer strategic approach that reset how the business reaches the people who use its products.	Where the promise has to show up first, and what it costs. Sequencing, prioritisation, ROI modelling and business case support are routine for us. With Schneider Electric we took a model that worked beautifully in one market and figured out what it really took to run it across several.	For Gallagher we built a CX roadmap that travelled from exploration and principles, through governance, a CX playbook and assessment tooling, into CX embedded in everyday processes and metrics. Blueprinting only pays off once it settles who owns each moment.	Upskilling, CX champions, voice-of-customer and performance tracking, so the promise still holds long after we have gone. Adoption is designed in from the very first workshop, never bolted on at handover, and that matters most where maturity varies between entities.

Sample Artefacts



Sample artefacts: links, screenshots or redacted examples of journey maps, service blueprints, workshop plans, opportunity backlogs or executive playback outputs where available.



Air New Zealand
[OPEN ARTEFACT]



Gallagher
[OPEN ARTEFACT]



Aventuur
[OPEN ARTEFACT]



House of Travel
[OPEN ARTEFACT]

