

PROMISE INTO PAYBACK

Insights Learning & Development Ltd
Request for Information (RFI)

Customer Journey Mapping,
Service Blueprinting & Service Design Discovery

Introduction from Dane

You need three things from this work. One view of the journey across all your entities. A decision about what to fix first. A number attached to that decision. We deliver all three.

Journey is an independent agency spanning consultancy, strategy, design, technology, AI. London and Auckland, 25 years, global clients. London leads this engagement. Richard Watt is Managing Director here and your day-to-day owner, with programme, design and operations leads alongside him.

Why us over anyone else: Richard and I have each spent 15+ years inside learning and development, running learning, change management and communications programmes for multinationals across EMEA and the US. We have both rolled out learning products into complex organisations, Insights products included. You cannot pick that up from a briefing document.

One condition we hold ourselves to. This cannot end as an artefact on a wall. It has to move growth, cost or clarity. If it doesn't, we've failed.



Dane Tatana
CEO



Dane Tatana
CEO

Hands-on across this engagement. 15+ years at SI Group and RogenSi: learning, change management and communications for global healthcare, manufacturing and finance clients. 15 years since then on customer experience for global B2B brands, closing the distance between what a business says it does and what customers actually get. Co-owns Journey. Runs it from London.



Richard Watt
EMEA | Managing Director

Your senior relationship owner. Leads the London Studio and the EMEA Strategy and Consulting Practice. 15+ years at the intersection of learning, communication and organisational change, upskilling large, dispersed workforces. Saba Software: how enterprise learning is delivered, tracked and embedded at scale. TTEC: customer experience and performance solutions in large operational environments.



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.



Air New Zealand^①

Future Aircraft Cabin Experience (FACE)

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

Fifteen years of cabin, service and systems investment was about to be committed. We told them what to build it around.

Air New Zealand had one brand promise, Manaaki, taking care further than any airline on earth, and an experience model built for shorter flights. Sixteen-hour sectors broke it. Nobody could assume the existing long-haul experience simply scaled, so we stopped assuming.

We mapped check-in to landing and established what customers genuinely need on that duration: sleep, control, privacy, dignity, the ability to work. Then we blueprinted it, food and beverage taken apart against galley and crew constraints, every digital touchpoint mapped to it. Where the digital layer promised something the service could not deliver at that moment in the flight, the blueprint showed it.

We rebuilt self-service check-in around accessibility: 30+ hours of disability testing, full WCAG A/AA/AAA and ADA compliance. Designing for the customers with the least margin improved the service for everyone.

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WHY HAVE WE INCLUDED THIS?

- ↳ A brand promise turned into service reality across customer groups with materially different needs, delivered through touch points owned by different teams.



AstraZeneca^①

Global Congress Experience

- Pharmaceutical
- Journey Mapping
- Service Design Discovery
- Roadmap

Nobody could say what the congress investment was returning. After this work, they could.

Oncology congresses are AstraZeneca's primary channel for engaging HCPs and shifting prescribing behaviour. The experience varied by team, market and function. Pockets of excellence, no single view, no answer on return.

We mapped ESMO and SABCS end to end, pre, during, post, for three HCP personas, deliberately putting Global and Local, Commercial and Medical in the same conversations to expose where they diverged and where one had already solved what another was still fighting.

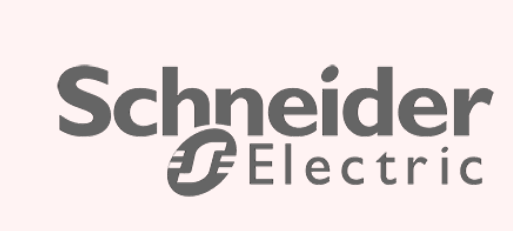
Delivered: a current-state journey and connectivity map, friction points named, quick wins actionable immediately at both Global and Local level, and a prioritised roadmap. Every recommendation framed against commercial return and process efficiency, not experience quality alone.

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WHY HAVE WE INCLUDED THIS?

- ↳ **Closest structural match to your situation.** Global and local teams owning different parts of the same journey, where the problem is inconsistency between the entities delivering it.

We work with complex,
global, B2B clients.

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

Discovery Approach

Find where promise and reality came apart. Make the gap specific enough to act on. Put a cost against it.

Who owns what. In a 16–entity business, ownership of the journey is rarely obvious and often contested. We settle it first. We interview across levels and functions, not just leadership, the people closest to the customer know where the service breaks. We map internal maturity as we go, including where good practice exists in one entity and has not travelled.

Evidence, not opinion. Customer research and operational evidence gathered together, never separately. Interviews across each customer group alongside what you already hold: CRM and system data, complaint and support volumes, handover and cycle times, drop-off points. Where data is thin or inconsistent between entities, we say so. On Aventuur, where internal evidence was limited, we went to 26 operators in the market instead.

One room. Working sessions that put functions together who normally see only their own segment. The finding usually arrives the moment one team learns what another has been telling the same customer. 41 hours of these on Aventuur. On AstraZeneca, Global and Local, Commercial and Medical, deliberately in the same room.

The journey as it actually runs. Mapped by phase and customer type, showing channel, ownership, and what varies by market or entity. Variation is the finding, not the noise.

Why it breaks. Every customer moment joined to the process, system, data and team behind it. A frustration at a touchpoint is almost always the visible end of a handover, a system boundary or an ownership gap further back.



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



Future State Capabilities

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

Promise
Future-State Service Design

The service that should exist, not the one that does. For Air New Zealand, designed against needs projected well beyond the current product cycle. For EBOS, a direct-to-consumer approach that reset how the business reaches its end customer.

Proof
Implementation Roadmapping

Where the promise has to show up first, and what it costs. Sequencing, prioritisation, ROI modelling, business case support. With Schneider Electric we took a model proven in one market and worked out what it took to run across several.

Discipline
Operating Model & Governance

For **Gallagher**, a CX roadmap from exploration and principles through governance, playbook and assessment tooling, into CX embedded in existing processes and metrics. Blueprinting only creates value when it settles who owns each moment.

Reality
Adoption And Measurement

Upskilling, CX champions, voice-of-customer, performance tracking. The promise holds after we leave. Adoption is designed in from the first workshop, never bolted on at handover.

Sample Artefacts



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

JOURNEY



Air New Zealand
[OPEN ARTEFACT]



Gallagher
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Aventuur
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House of Travel
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