



Anaplan established a successful customer journey mapping program during a period of hyper-growth, which renewed an organization-wide commitment to customer-centricity.

**98%**

increase in blog views



## Challenge

As the company grew rapidly, its leaders realized there was a **need to better understand and prioritize customers' wants and needs**. Anaplan also felt it was critical to devise a customer experience plan that aligned to growth and ensured stakeholder engagement and cultural consistency.



## Solution

Anaplan leveraged the **SiriusDecisions Customer Lifecycle Framework** and **Customer Experience Design Framework** to understand the end-to-end customer journey, define the customer personas whose journeys would be mapped and then use those maps to prioritize improvement efforts.



## Result

Anaplan's customer journey mapping initiative and the prioritized projects proved instrumental to **reducing friction for their customers**. For example, there has been a 16 percent reduction in product release support tickets, an increase in responses to the customer satisfaction survey, and an **increase in advocacy participation**.