

DATA-DRIVEN CUSTOMER JOURNEY MAPPING IN LOCAL HIGH STREETS: A DOMAIN-SPECIFIC MODELING LANGUAGE

C. Ingo Berendes, Paderborn University
Christian Bartelheimer, Paderborn University
Jan H. Betzing, University of Muenster, ERCIS
Daniel Beverungen, Paderborn University

In a Nutshell

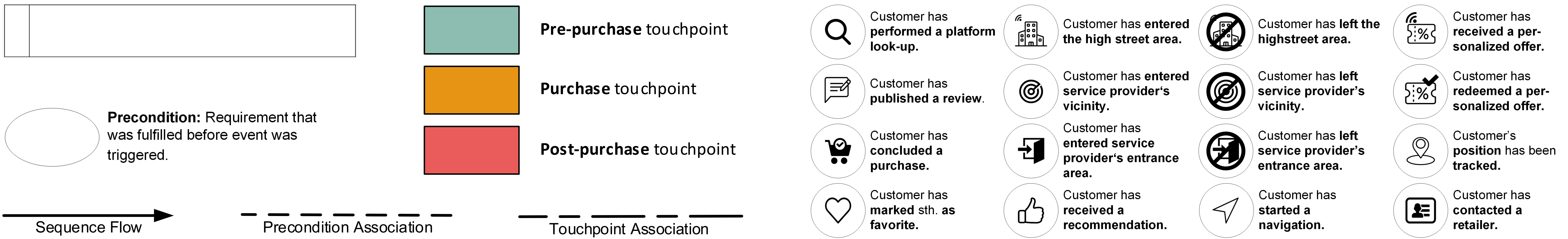
- Digital technologies increasingly permeate high street retail and profoundly impact customers' decision processes and journeys.
- Existing modeling notations such as Service Blueprinting [3], Customer Journey Mapping [9], and BPMN 2.0 [8] cannot depict the multi-actor, online-offline nature of customer journeys in high streets.
- We design a domain-specific modeling language – called High Street Journey Modeling Language (HSJML) – enables analyzing and designing customer journeys in a digitized high street retail setting.

- Hypothesis 1:** As regards online-offline customer journey in high streets, HSJML will outperform related modeling languages in terms of representational fidelity, enabling designers to conceptualize effective customer journey maps.
- Hypothesis 2:** As regards online-offline customer journey in high streets, HSJML will outperform related modeling languages in terms of representational efficiency, enabling designers to conceptualize customer journey maps more efficiently.
- Hypothesis 3:** As regards online-offline customer journey in high streets, HSJML will outperform related modeling languages in terms of interpretational fidelity, enabling stakeholders in a high street to more effectively understand customer journey maps.
- Hypothesis 4:** As regards online-offline customer journey in high streets, HSJML will outperform related modeling languages in terms of interpretational efficiency, enabling stakeholders in a high street to more efficiently understand customer journey maps.

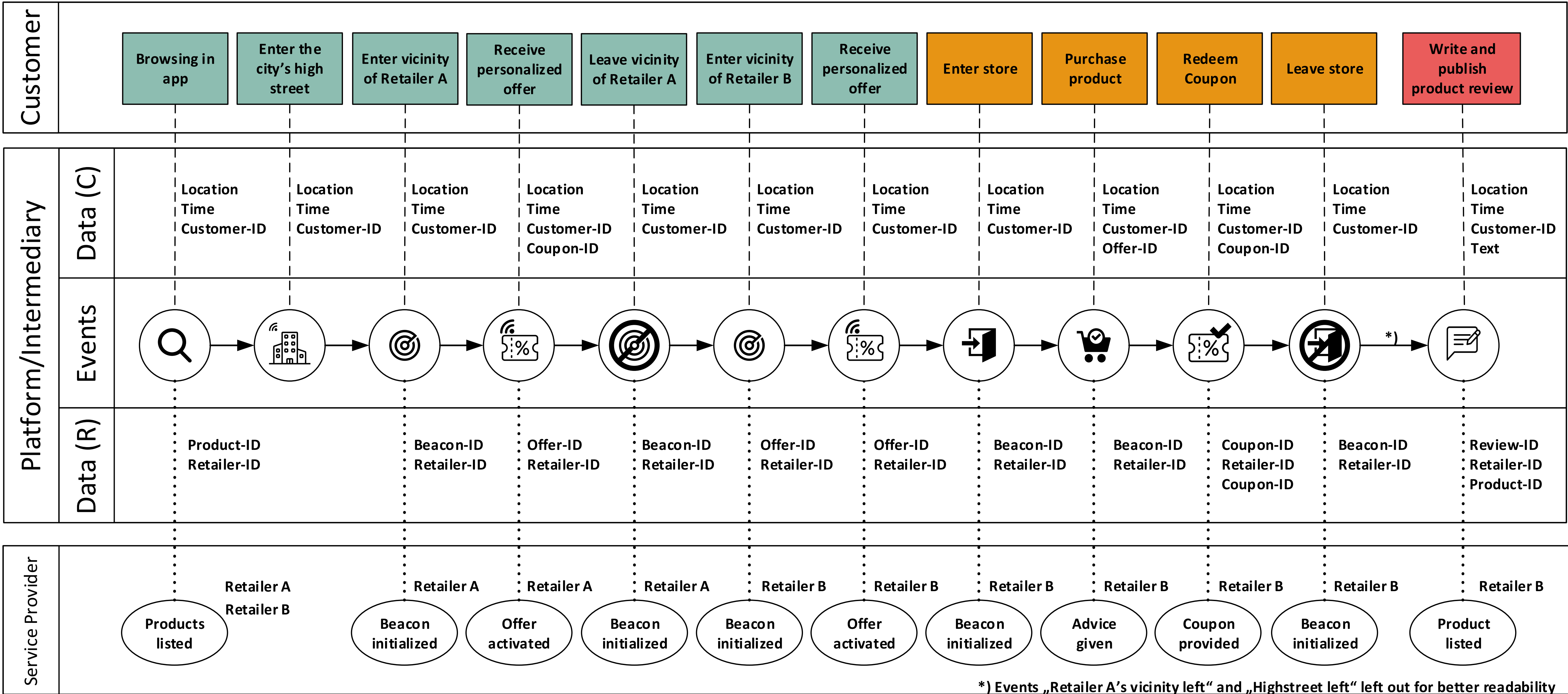
Theoretical Background

Construct	Explanation
Customer	“The stakeholder experiencing a service” [2, p. 51].
Service Provider	A firm or individual who engages in a business relationship with a customer [1].
Intermediary	A facilitator of service encounters between customers and service providers that does not take part in the encounter itself [1, 10].
Customer Journey	A time-logical sequence of touchpoints a customer has with one or more service providers and other actors during the purchase process [4, 7, 11].
Customer Journey Stage	A part of the customer journey that groups associated touchpoints. In retail, customer journeys are often divided into pre-purchase, purchase and post-purchase stages [2, 5, 6].
Touchpoint	Any instance of discrete interaction between a customer and another actor that is relevant to a service offering [13], “including the interaction involving the provision of the service offering itself” [11, p. 270].
Touchpoint Event	A change of state of an entity, which initiates a touchpoint [12]. Events can arise internal or external to the customer.
Event Type	An abstract class of events with similar properties from which the initiating stakeholder and the channel (i.e., the medium of interaction between two or more actors) can be inferred [2, 5].
Touchpoint Precondition	A state that must exist a priori to enable a touchpoint event and the associated touchpoint [12].
Data Trace	Digital information that can be transmitted or processed.

Concrete Syntax for the High Street Journey Modeling Language



Exemplary High Street Customer Journey, as Modeled with the HSJML



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