

Customer journey maps

Carol - GS: active GlobalScot

"I want to feel like my contribution is valued."

Carol is the CEO of a financial services company in Milan. She is an active GlobalScot who is currently helping multiple businesses. Carol likes how being a GlobalScot helps expand her business network and find new ways to collaborate with others. She often engages with companies that need help, but she is rarely kept up to date with the impact of her help. She would like to be able to see the value of her input.

She isn't invited to many GlobalScot events, so she sometimes she doesn't feel as valued as longer-standing GlobalScots.

Carol would be keen to help businesses who are earlier in their business journey, like start-ups.

Stage	Awareness	Login/register	Explore/learn	Participate	Contribute	Ongoing
Customer Goals	I want to use my experience to help other businesses so that I can contribute to the Scottish business community and expand my business network.	I want to get access to the network so that I can see what has changed.	I want to see what's happening on the network so I can connect with companies that need my help.	I want to interact with others on the network so that I can learn from their experience with them.	I want to get involved with projects that are relevant to my business so that I can help the Scottish business community.	I want to update my profile so that others can access my expertise.
Customer Journey	Carol gets an email from the GlobalScot team regarding her profile and fill in an additional information.	Carol has to validate her profile and fill in additional information.	Carol browses the community feed at what areas are coming up.	Carol responds to a few questions on the community feed.	Carol sees an alert on her dashboard about a project that she can help with.	Carol continues to update her profile and fill in additional information.
Customer Expectations	Carol expects that GlobalScot will be able to provide a support service that she can rely on.	Carol expects that GlobalScot will be able to provide a support service that she can rely on.	Carol expects that GlobalScot will be able to provide a support service that she can rely on.	Carol expects that GlobalScot will be able to provide a support service that she can rely on.	Carol expects that GlobalScot will be able to provide a support service that she can rely on.	Carol expects that GlobalScot will be able to provide a support service that she can rely on.
Customer Experience	Carol is happy with the service.	Carol is happy with the service.	Carol is happy with the service.	Carol is happy with the service.	Carol is happy with the service.	Carol is happy with the service.
Touchpoints	Carol uses the GlobalScot website.	Carol uses the GlobalScot website.	Carol uses the GlobalScot website.	Carol uses the GlobalScot website.	Carol uses the GlobalScot website.	Carol uses the GlobalScot website.
Goals		Being asked to provide extra information.		Feels like her contribution is valued.	Likes being able to collaborate with other GlobalScots to achieve a common goal.	
Pain Points		Being asked to provide extra information.				Struggling to see how her contribution to projects has been recognised (e.g. via email, certificate, or a shout-out on the feed).
Recommendations						Lack of engagement on the Community Feed.

Sam - NGS: has never used the GlobalScot service

"It's difficult to get time with the right people."

Sam is the managing director of a small but fast-growing technology business. He has never heard of GlobalScot and doesn't know where to find people with specific experience of scaling a business fast who he can learn from.

Sam sees business networking as a necessary evil but he and his team lack confidence in reaching out for help. He is considering expanding his business into a non-English speaking market, but he's not sure exactly what sort of help to ask for.

He is very driven and full of energy, but he's not confident that his business is big enough to get help from very senior business leaders.

Stage	Awareness	Login/register	Explore/learn	Participate	Contribute	Ongoing
Customer Goals	I want to get support to help me scale my business so that I can expand and be more profitable.	I want to join the network so that I can get support for my business.	I want to see who is on the network so that I can see if there's anyone who can help me.	I want to get help from a GlobalScot who can take the time to help me with my business.	I want to become a GlobalScot so that I can give back to the Scottish business community.	I want to find events to expand my network.
Customer Journey	Sam sees a post about the GlobalScot network on his Twitter timeline. He clicks on the link.	Sam fills in the application form.	Sam goes to the search section to see who is on the network.	Sam sends a message to a GlobalScot who can help him with his business.	Sam has a meeting with a GlobalScot who can help him with his business.	Sam searches for events in his area and registers for a few upcoming events.
Customer Expectations	Sam expects that GlobalScot will be able to provide a support service that he can rely on.	Sam expects that GlobalScot will be able to provide a support service that he can rely on.	Sam expects that GlobalScot will be able to provide a support service that he can rely on.	Sam expects that GlobalScot will be able to provide a support service that he can rely on.	Sam expects that GlobalScot will be able to provide a support service that he can rely on.	Sam expects that GlobalScot will be able to provide a support service that he can rely on.
Customer Experience	Sam is happy with the service.	Sam is happy with the service.	Sam is happy with the service.	Sam is happy with the service.	Sam is happy with the service.	Sam is happy with the service.
Touchpoints	Sam uses the GlobalScot website.	Sam uses the GlobalScot website.	Sam uses the GlobalScot website.	Sam uses the GlobalScot website.	Sam uses the GlobalScot website.	Sam uses the GlobalScot website.
Goals			Likes being able to contact experts directly.	Likes having the opportunity to help support other businesses.	Likes being able to connect with other business leaders.	
Pain Points	Has never heard of GlobalScots and isn't sure he can trust it.					Webinars and online networking.
Recommendations			Not enough GlobalScots on the network.	GlobalScot doesn't respond.		Lack of opportunities for GS to connect in person due to the pandemic.

Mya - NGS: used the GlobalScot service before - negative experience

"It's clear that their time is more valuable than yours."

Mya is the founder/CEO of a motivational speaking and communications company. She used the GlobalScot service once before, but she found the GlobalScots to be self-important and difficult to interact with. She is tired of how long she must wait for the assistance that she requests, and she has no desire to use the GlobalScot website again.

Mya is a confident and active networker, but she feels her demographic and unique offering can hinder her from getting her foot in the door. She would like advice around a complicated IP issue, but she is not sure where to get it.

She is known as a specialist in her field and has a reliable workforce around her, but she would like to be taken more seriously as a woman in foreign markets and wants to elevate her business profile internationally.

Stage	Awareness	Login/register	Explore/learn	Participate	Contribute	Ongoing
Customer Goals	I want to get advice about a complicated IP issue so that I can take the next steps in product development.	I want to get access to the network so that I can get support for my business.	I want to see what the network has to offer so that I can decide whether it's worth my time.	I want to find someone with expertise in IP issues so that I can get an answer to my questions.	I want to share the knowledge I have gained so that I can help others.	I want to elevate my business profile internationally so that I can be recognised as an expert in my field.
Customer Journey	Mya's business colleague mentions that she has seen the GlobalScot website and suggests that she should check it out.	Mya has to re-validate her account and validate her profile in order to get access.	Mya sees that there are a lot of members on the site. She does a quick search and clicks on a few profiles.	Mya finds a GlobalScot who she thinks might be able to help her with her IP issue. She sends a message to the GlobalScot.	Mya shares her knowledge with other GlobalScots on the network.	Mya continues to visit the site and connect with business leaders both in Scotland and abroad.
Customer Expectations	Mya expects that GlobalScot will be able to provide a support service that she can rely on.	Mya expects that GlobalScot will be able to provide a support service that she can rely on.	Mya expects that GlobalScot will be able to provide a support service that she can rely on.	Mya expects that GlobalScot will be able to provide a support service that she can rely on.	Mya expects that GlobalScot will be able to provide a support service that she can rely on.	Mya expects that GlobalScot will be able to provide a support service that she can rely on.
Customer Experience	Mya is happy with the service.	Mya is happy with the service.	Mya is happy with the service.	Mya is happy with the service.	Mya is happy with the service.	Mya is happy with the service.
Touchpoints	Mya uses the GlobalScot website.	Mya uses the GlobalScot website.	Mya uses the GlobalScot website.	Mya uses the GlobalScot website.	Mya uses the GlobalScot website.	Mya uses the GlobalScot website.
Goals			Feels connected to business experts.	Feels connected to the Scottish business community.	Increased business profile.	
Pain Points	Doesn't trust the network.	Why am I having to provide this extra information?				Peer-to-peer support.
Recommendations			Not enough GlobalScots on the network.	GlobalScots don't respond.		Lack of opportunities for GS to connect in person due to the pandemic.

Jordan - GS: used the GlobalScot service before - positive experience

"GlobalScot was key to getting my foot in the door in America, but I don't know if it could do the same for me in China."

Jordan is the founder of a large data analytics company based in Edinburgh. When he was considering expanding his company's services into the USA, his SE account manager connected him with Elaine, a GlobalScot who is the CEO of a data services company in San Francisco. Elaine introduced Jordan to some key influencers in the Californian tech industry, which led to his company securing a collaboration with an American company.

Jordan now wants to expand his business into the China, but the language barrier and cultural differences are proving to be a challenge. His account manager has moved on and he's not sure how to access the GlobalScot service without her support.

He uses LinkedIn occasionally, but he would prefer for someone set up one-to-one connections for him rather than spending time searching for networking partners online.

Neville - GS: inactive GlobalScot

"I like the cocktail parties the GlobalScot team puts on, but other than that, I'm not really involved with them anymore."

Neville is an inactive GlobalScot who is retired and living in Singapore. He sits on multiple business and cultural boards.

Neville doesn't have much contact with his account manager anymore, so he doesn't feel as connected to the GlobalScot network. However, he feels that if he was matched with the right companies, he could use his experience to help them succeed. He would love to bring Scottish cultural businesses to Singapore.

Neville doesn't feel confident interacting online and doesn't use social networking sites. However, he enjoys the social events that are held for GlobalScots.

Stage	Awareness	Login/register	Explore/learn	Participate	Contribute	Ongoing
Customer Goals	I want to connect with the GlobalScot network so that I can get support for my business.	I want to get access to the network so that I can see what has changed.	I want to see how the network works so that I can see what's going on and get involved.	I want to chat with other GlobalScots so that I can see what they're doing and get up to speed.	I want to collaborate with my peers so that I can help bring Scottish businesses to Singapore.	I want to attend GlobalScot events so that I can meet my peers face-to-face.
Customer Journey	Neville gets a phone call from a GlobalScot team member who asks him to register and complete his profile.	Neville registers and completes his profile.	Neville browses the community feed and sees a post about a project that he can help with.	Neville sends a message to a GlobalScot who can help him with his business.	Neville has a meeting with a GlobalScot who can help him with his business.	Neville attends a GlobalScot event and meets other business leaders.
Customer Expectations	Neville expects that GlobalScot will be able to provide a support service that he can rely on.	Neville expects that GlobalScot will be able to provide a support service that he can rely on.	Neville expects that GlobalScot will be able to provide a support service that he can rely on.	Neville expects that GlobalScot will be able to provide a support service that he can rely on.	Neville expects that GlobalScot will be able to provide a support service that he can rely on.	Neville expects that GlobalScot will be able to provide a support service that he can rely on.
Customer Experience	Neville is happy with the service.	Neville is happy with the service.	Neville is happy with the service.	Neville is happy with the service.	Neville is happy with the service.	Neville is happy with the service.
Touchpoints	Neville uses the GlobalScot website.	Neville uses the GlobalScot website.	Neville uses the GlobalScot website.	Neville uses the GlobalScot website.	Neville uses the GlobalScot website.	Neville uses the GlobalScot website.
Goals			Feels more confident about interacting online.	Feels connected to the GlobalScot community.	Feels like his contribution is valued.	Feels connected to the GlobalScot community.
Pain Points	Doesn't use social networks.	Why am I having to provide this extra information? This is confusing.				Struggling to see how her contribution to projects has been recognised (e.g. via email, certificate, or a shout-out on the feed).
Recommendations						Webinars and online events.
Recommendations						Lack of opportunities for GS to connect in person due to the pandemic.

Stage	Awareness	Login/register	Explore/learn	Participate	Contribute	Ongoing
Customer Goals	I want to get information about expanding my business into the USA, his SE account manager connected him with Elaine, a GlobalScot who is the CEO of a data services company in San Francisco. Elaine introduced Jordan to some key influencers in the Californian tech industry, which led to his company securing a collaboration with an American company.	I want to get access to the network so that I can get support for my business.	I want to see how the network works so that I can see what's going on and get involved.	I want to chat with other GlobalScots so that I can see what they're doing and get up to speed.	I want to collaborate with my peers so that I can help bring Scottish businesses to Singapore.	I want to attend GlobalScot events so that I can meet my peers face-to-face.
Customer Journey	Jordan gets an email about the GlobalScot network and clicks on the link to check it out.	Jordan goes through the application process.	Jordan browses the community feed and sees a post about a project that he can help with.	Jordan sends a message to a GlobalScot who can help him with his business.	Jordan has a meeting with a GlobalScot who can help him with his business.	Jordan attends a GlobalScot event and meets other business leaders.
Customer Expectations	Jordan expects that GlobalScot will be able to provide a support service that he can rely on.	Jordan expects that GlobalScot will be able to provide a support service that he can rely on.	Jordan expects that GlobalScot will be able to provide a support service that he can rely on.	Jordan expects that GlobalScot will be able to provide a support service that he can rely on.	Jordan expects that GlobalScot will be able to provide a support service that he can rely on.	Jordan expects that GlobalScot will be able to provide a support service that he can rely on.
Customer Experience	Jordan is happy with the service.	Jordan is happy with the service.	Jordan is happy with the service.	Jordan is happy with the service.	Jordan is happy with the service.	Jordan is happy with the service.
Touchpoints	Jordan uses the GlobalScot website.	Jordan uses the GlobalScot website.	Jordan uses the GlobalScot website.	Jordan uses the GlobalScot website.	Jordan uses the GlobalScot website.	Jordan uses the GlobalScot website.
Goals			Gets access to expert advice.	Feels connected to the Scottish business community.	Access to knowledge.	
Pain Points	Lack of time.					Peer-to-peer support.
Recommendations			Not enough GlobalScots on the network.	GlobalScots don't respond.		Lack of engagement on the community feed.
Recommendations						News and features not kept up to date.