



CUSTOMER JOURNEY MAPPING THE EDMONTON FLEET EXPERIENCE

Steve Rapanos, Manager

City of Edmonton, Fleet and Facility Services



Edmonton

EDMONTON



Population
972,223



Festival City
50+ Yearly Festivals



18,000+
Acres of
River Valley



80 million
Ridership



124 cm
Yearly Snow



10,000 + km
of Roadway



EDMONTON FLEET



40
Electric Buses

1,000 +
Diesel Buses

TOTAL VEHICLES & EQUIPMENT
5,000+



120+
Refuse Trucks

950+
Roadway
Maintenance

800+
Police Units

150+
Fire Rescue



Once upon a time....

CAR RENTAL 2.0

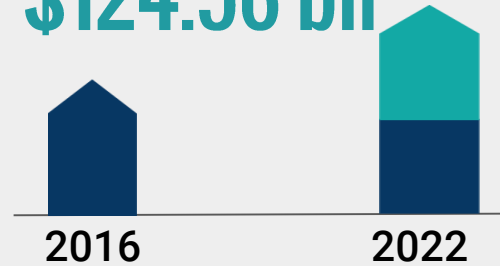
Market Size in 2016

**\$ 58.26
billion**



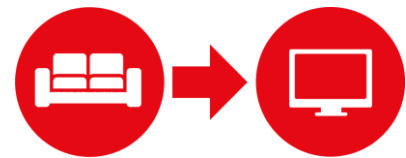
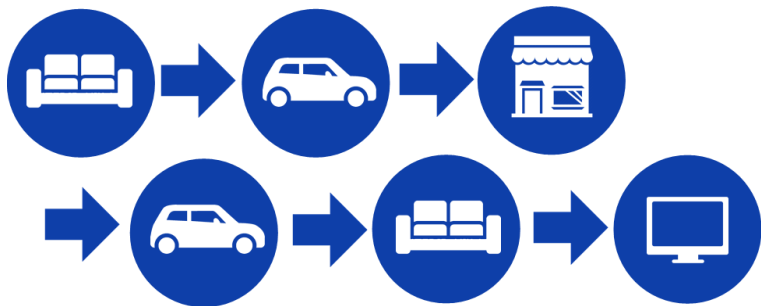
Incremental Growth

\$124.56 bn









JOURNEY MAPPING - WHY?

Customers tell
on average



positive experience



negative experience

Average
increase

20% ↑

employee
engagement

15-20%



reduced
service
costs

↑ **60%**

Customer centric
companies more
profitable

Source: Forbes, 2019

JOURNEY MAPPING - HOW?

WHERE WE STARTED

2 
INTERNAL STAKEHOLDER
WORKSHOPS

8 
IN-PERSON
INTERVIEWS

12 
PHONE INTERVIEWS

130 
SURVEY
PARTICIPANTS


JOURNEY MAP

FUTURE
FLEET

CUSTOMER PROFILES



VEHICLE OPERATOR
(Operations Focused)



VEHICLE COORDINATOR
(Relationship Focused)



VEHICLE COORDINATOR
(Process Focused)



SENIOR MANAGER
(Results Focused)

CUSTOMER JOURNEY

PROFILES



JOY POINTS & PAIN POINTS



“I liked getting in and out of the shop fast with Quick Service”



“Inconsistency across different shops”



“Parts are not always in stock”

KEY LEARNINGS

65%

“Satisfied” or
“Very Satisfied”
by services
provided



Improving onsite
communication
for new users



User-friendly
Analytics



Expanding
Invoice
Details

SUMMARY



Unique
Experience



Assumptions



What's in it
for them?

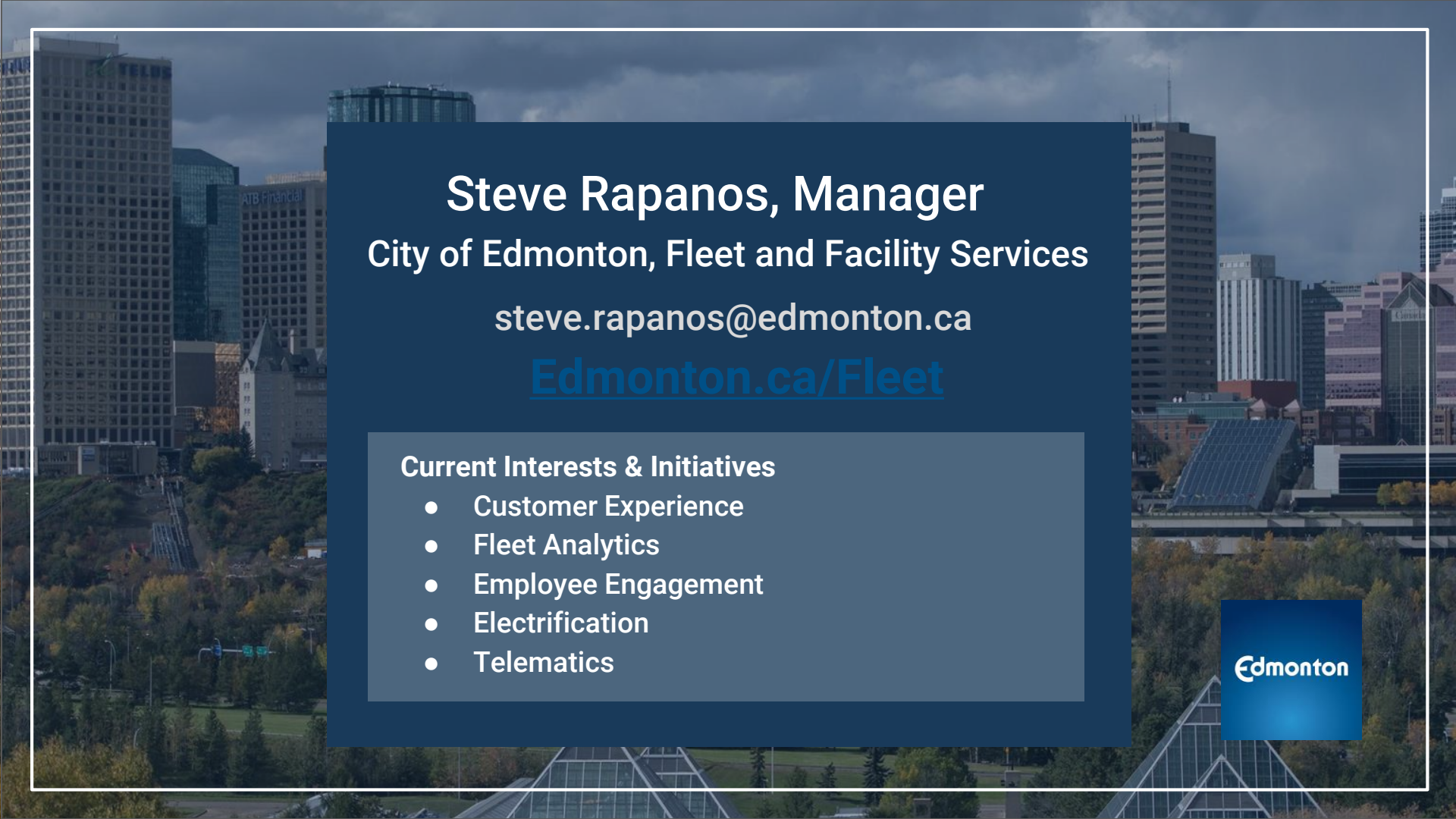


Prioritize





Closing thought....

A background image of the Edmonton skyline, featuring several tall office buildings under a cloudy sky. The buildings are in various shades of grey and blue. In the foreground, there are green trees and a road with a traffic light.

Steve Rapanos, Manager

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[Edmonton.ca/Fleet](https://edmonton.ca/Fleet)

Current Interests & Initiatives

- Customer Experience
- Fleet Analytics
- Employee Engagement
- Electrification
- Telematics

The logo for the City of Edmonton, consisting of the word "Edmonton" in white text on a blue square background.

Edmonton

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