



# Flow Customer Map

Map out who your customers are and what they need

With lots of different users and services in a building, it can be difficult to have a clear idea of the types of customers who often visit and their needs.

This tool helps by...

Mapping out the range of customers who visit the building next to columns of information about the diverse types of customer, such as their interests, how often they visit and what services they use.

Co-designed by Professionals at Lancashire County Council



Our Customer Map

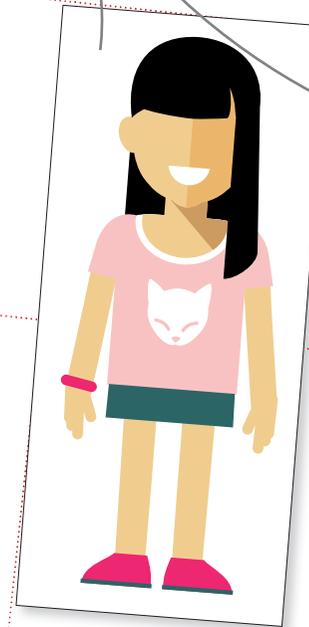
Customers

Flow what do customers want & need?

Activities

Young People

Homework club  
Movie Night



Works well with Flow Customer Cards

1 x A1 Poster + A4 Sheets

Customer Focus

Internal facing

Service Signposting



# Flow Customer Map

## Suggestions for Use

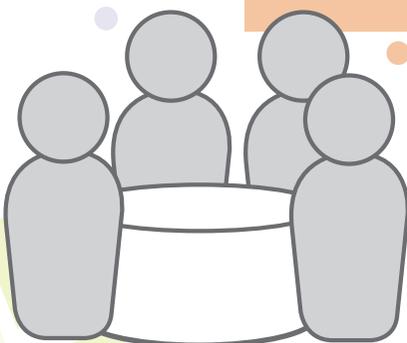
### Preparation

- Can edit headings in Adobe Acrobat
- A1 (594mm x 841mm) Flow Customer Map
- Cut and stick characters and write information



1

Meet in a group together to make a list of types of customers and types of information it would be good to gather about them...



2

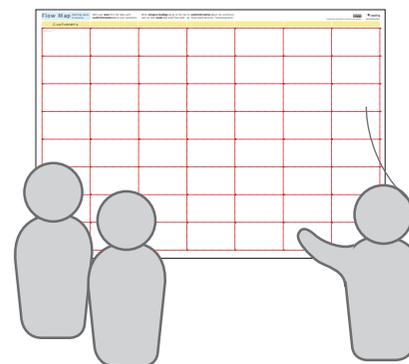
Fill in the Customer Map with columns of useful informations for the types of library customer.

Our Customer Map Flow what do customers want to read?

Customers	Category	Category
Young People	homework club	Movie Night
Job seekers		

3

Display your map somewhere for everyone to see.



Use it to train staff, signpost customers and know your customers better.

