Moment of Truth

Moments of Truth are pivotal customer interactions that forge lasting impressions and significantly sway decisions. They profoundly shape customer perception and loyalty.

45 minutes
Service Design Tools
Intermediate

H HOW TO RUN

1. Map the Journey: Review or create a customer journey map. Identify major steps and touchpoints, ensuring an end-to-end view. Don't rush this step; allocate more time if needed — 10 min
2. Identify Potential Moments: Look for moments related to: First impressions (initial contact), decision points (where customers commit or leave), emotional peaks (delight or frustration), problem resolution (how issues are handled), and last impressions (how the experience ends) — 15 min
3. Prioritize Critical Moments: Plot moments on an impact/performance matrix. Focus on moments with high impact and low performance — 10 min
4. Design Improvements: For the top 2-3 Moments of Truth, determine: What's happening now? What should happen instead? What needs to change? Consider quick wins versus long-term fixes — 10 min

KEY TIP

A Moment of Truth has a disproportionate impact. Customers decide whether to stay or leave.

O OBJECTIVES

- Participants will: Identify key moments that define customer perception
- Understand the emotional peaks and valleys within the customer journey
- Prioritize improvements based on impact
- Design interventions for critical touchpoints

M MATERIALS

ESSENTIAL

- ☐ Customer journey map (existing or create one)
- ☐ Sticky notes (various colors)
- ☐ Impact/performance matrix template
- ☐ Markers

OPTIONAL

- ☐ Customer feedback data
- ☐ Service observation notes
- ☐ Photos or videos of service delivery

P PARTICIPANTS

4 to 8 people

F FACILITATOR NOTES

REMEMBER

- Expect a strong emotional response; these moments are memorable and reveal the brand promise.
- Classic examples: hotel check-in (first impression), restaurant wait time (patience test), customer service response (trust test).
- Don't treat all touchpoints as equal. Focus on what truly matters.
- Success: the team names the top 3 Moments of Truth and explains their criticality.