

Understand your customers experience.

CUSTOMER JOURNEY MAP

A customer journey map is a framework that enables you to understand and improve your customer experience. It documents the customer experience through a customer's eyes, helping you understand how customers interact with your services and identify areas for potential improvement. Great customer journey maps are rooted in user experience research, and visually represent the different phases your customers experience based on a variety of factors, including sentiment analysis; understanding customer needs; touchpoint analysis etc.

The important part in Customer Journey Mapping is to add as much real information as you can to best understand what your customers need. Your map should be a living document, not one that's cast in stone. Don't get caught up in making it perfect. Start primitive and build from there. This is not meant to be something you do and never touch again. You should update as you collect more information and as your business grows. Here is how to use a customer journey map;

Step 1: Create some Customer Personas (see our separate factsheet). A customer persona is a composite picture of a key segment of your audience. Customer personas help you think about how a typical customer group might use your service and break you free from thinking about things from your own perspective. Make three to five personas to represent different segments of your customer base. Try and set out who the person is, what they value, and how best to speak to them.

Step 2: Create your customer stages. Identify what behavioural stages your customers go through when getting to know your product, service, and brand? What is the step-by-step experience for a customer? Common customer stages include: discovery, research, explore, choose, purchase, and advocate. Start simple. You will collect lots of data to help you refine these phases. Have a look at the template at the end of this document for an example of what your customer stages could look like.

Step 3: Know your customers' goals. Your map should identify these clearly by customer phase, and then you're able to see what touch-points are needed to help support customers in reaching those goals. If they need educating about an element of your service and you fail to have an education resource touchpoint, that's a mismatch (and you potentially risk losing a customer). Once you have completed the template, you can see the questions your customers have at each phase and how you should structure your services to help the customer achieve their goals.

Step 4: Identify touch-points. You then need to identify what the different moments of interaction you have, to connect and engage with your customers and try and help them reach their goals. This should include moments that happen off site, onsite, through marketing, in person, and over the phone. Some of these touch-points are more critical than others and the goal is to map these out and then work to create them more 'moments of truth'.

Step 5: Leverage data and time frames when possible: A customer journey map is founded on real customer data. You should be surveying your customers and pulling from your customer analytics. Another great thing to include when possible is the time frame; how long does each phase usually last? The more specific you can get when mapping out the landscape, the more successful this data will be for you when making business decisions.

Step 6: List what teams are involved and how much effort is required: For each different phase, you will see gaps in what your customer needs are and what you have available for them. This will begin to highlight what you need to work on as a company. It is sometimes helpful to list out what teams are best suited to resolve these gaps and what level of effort is required to resolve each gap. By doing this right in the journey map, you can easily understand why you might prioritize certain actions over others moving forward.

Name:

Job:

Job:

Demographics:

Goals & Challenges:

Values & Fears:

Marketing message:

Elevator Pitch:



