

- What should the future look like
 - Allows you to envision introducing new products, personas or new touchpoints
 - Serves as a blueprint for how to proceed
- Example:* Your customer buying a new product or buying an existing product with a smart speaker

- What's going on right now
 - Allows you to see what changes need to be made right now
 - How things are, not how you think they should be
- Example:* Existing customers buying a product through existing channels

Future state

Current state

The two types of customer journey mapping



Customer Journey mapping is a way to break down your customer's interaction with your company—from the very start of the transaction to the very end—in order to understand how customers are perceiving your company at each step along the way. This openly identifies the pain points that your customers are experiencing, and opportunities that you have to create more consistency and an overall more positive customer experience.

Maybe it's time for customer journey mapping

- Are we meeting our customers' expectations?
- How can we improve CSAT and NPS scores?
- Do we need to be on every channel?
- How are our customers feeling about our business?

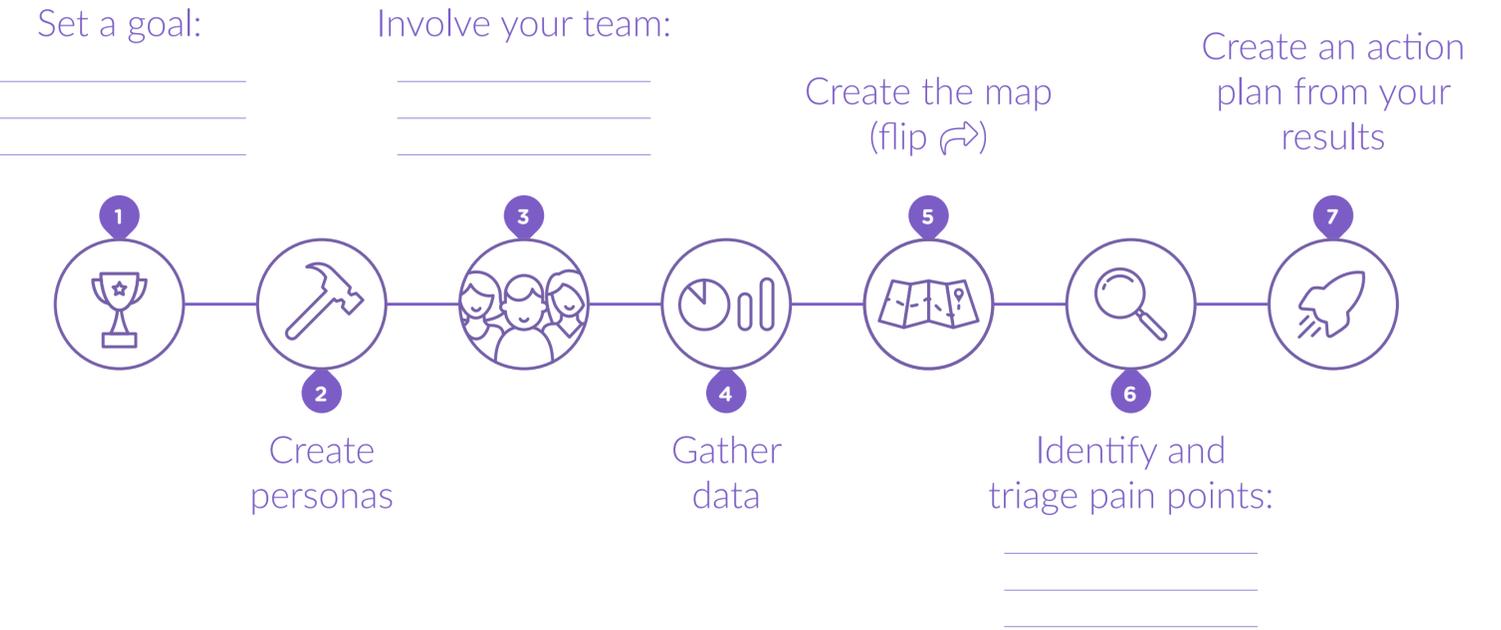
Do you ask yourself questions like...

Hey there!

Ever wonder if you could walk in your customers' shoes?



STEPS TO BUILDING A CUSTOMER JOURNEY MAP



How to use the map

Persona

1. Add relevant demographic details
2. What is your customer wanting to achieve throughout this journey?
3. What expectations or goals does your customer have regarding the process?
4. What factors will affect their actions and perceptions?

Journey details

5. Include generic Journey Stages, or be more specific based on your goal.
6. What is your customer trying to achieve from this stage?
7. What channel(s) is your customer using on this step? Think hard, there might be more than one, for example if your customer is buying over the phone but will receive an email confirmation).

	1	2	3	4
JOURNEY STAGES			5	
MOTIVATOR			6	
CHANNEL(S)			7	
ACTIONS			8	
THOUGHTS & FEELINGS		X	X	X
OPPORTUNITIES			9	
OWNER			10	
			11	

8. What specific action(s) is taken at this journey stage? The more detail the better!
9. Mark each Journey stage with one (or several) X's to map the perceived experience from each step.
10. If there was not a positive experience, why not?
11. Jot down the channel or journey step owner. This will help when making an action plan.