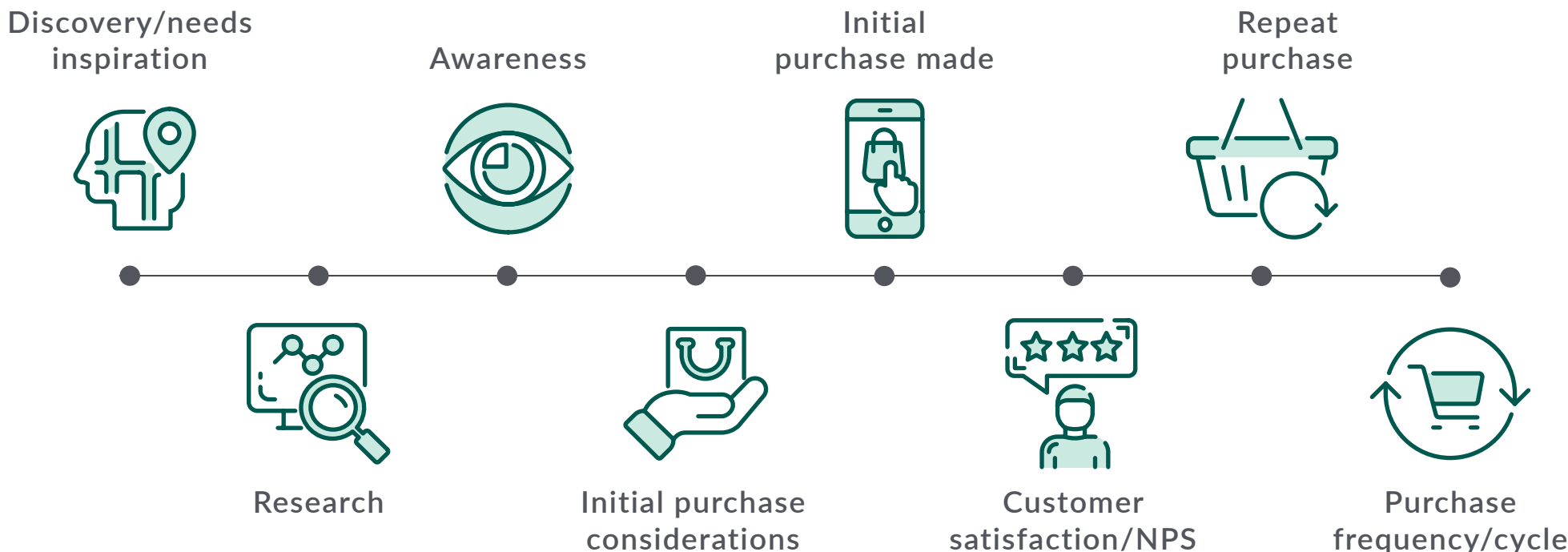


Now is a critical time for all companies to revisit the customer journey. The recent shift in market dynamics means that companies need deep insights to keep pace with current customer needs and identify opportunities to grow. A well-made journey map illustrates every touchpoint and interaction in the buying process, from initial discovery to purchase and retention. Journey maps provide key insight into unmet customer needs and preferences, and give organizations the knowledge they need to inflect decision-making where it matters most.

WHAT IS A JOURNEY MAP?

A customer journey map is a visual illustration of a customer's experience with a brand, from initial research and discovery to purchase and retention.

THE TYPICAL CUSTOMER JOURNEY MAP



ADVANTAGES OF CUSTOMER JOURNEY MAPS

ORGANIZATIONS SAY CUSTOMER JOURNEY MAPS HAVE HELPED THEM:

Percentage of organizations



95%

Increase customer satisfaction



92%

Develop new products or services



91%

Identify gaps in communication touchpoints



86%

Drive sales

(n= 43 - 81)

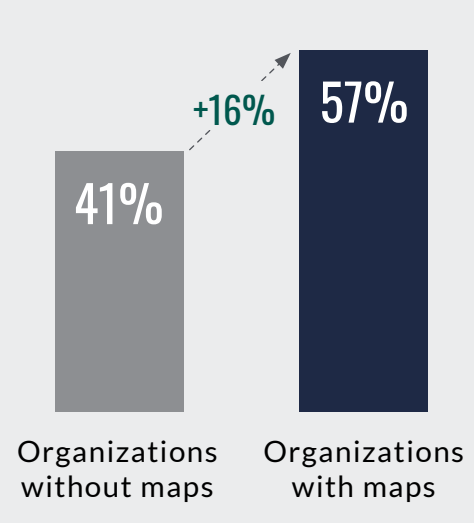
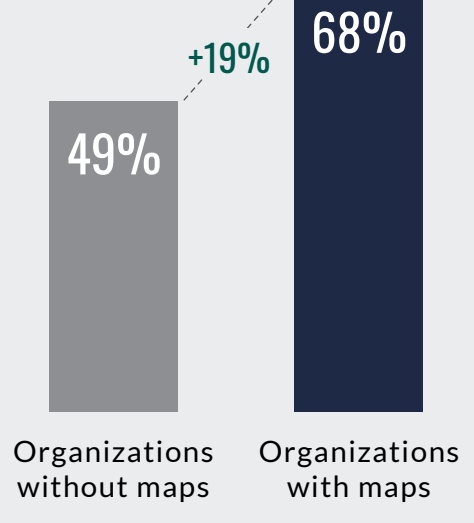
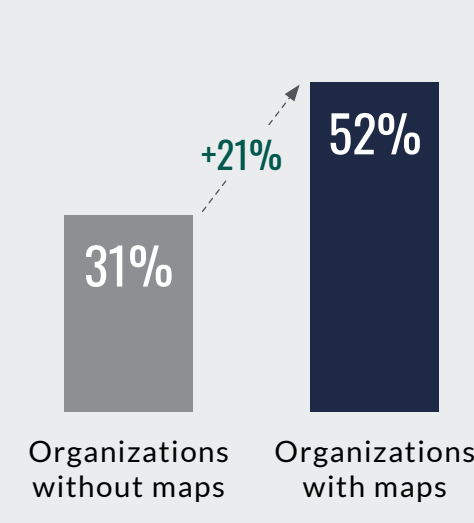
ORGANIZATIONS WITH JOURNEY MAPS HAVE A HIGHER UNDERSTANDING OF THE KEY PHASES OF THE BUYER JOURNEY

Organizations reported a greater understanding of customer insights with a customer journey map in certain phases. Below are the three phases with the widest knowledge gaps

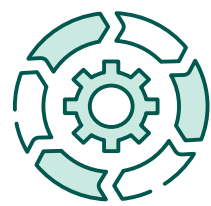
Initial purchase considerations/evaluation

Purchase frequency/cycle

Awareness



HOW TO MAP THE CUSTOMER JOURNEY



STEP 1

SEGMENT BY CUSTOMER LIFECYCLE STAGE

Customer lifecycle stages break down the process customers go through to learn about, engage with, and buy from your company. A commonly used framework includes awareness, consideration, purchase, and retention.

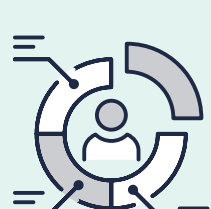


HOW TO DETERMINE LIFECYCLE STAGES

Brand Awareness, Attitudes & Usage Survey
Determines a customer's baseline for brand awareness, usage, and perceptions within each lifecycle stage.

Customer Lifetime Value Analysis
Analyzes existing sales or customer service data to examine the unique value specific customer groups bring to the company.

Path to Purchase Survey
Identifies key inflection points and influential factors in the purchase decision.



STEP 2

SEPARATE YOUR CUSTOMERS INTO GROUPS

Understand how each buyer moves through the customer journey by segmenting customers into unique groups or personas by key behavioral motivators, demographics, or purchase history.



HOW TO GROUP CUSTOMERS

Customer Segmentation Survey
Organizes customers into meaningfully similar groups across multiple factors, including demographic, behavioral, and psychographic characteristics.

Buyer Persona
Creates an archetypal representation of your customer based on unique, identifying characteristics, such as psychographic indicators, demographic information, occupation, preferred communication channels, and brand loyalty.

Ethnographic Research
Maps how key customer segments move through each stage, unpacking nuances in shopping behaviors and decision-making.



STEP 3

IDENTIFY CUSTOMER TOUCHPOINTS AND ACTIONS

Identify any contact a prospect or customer has with your company, either online or in-person) throughout the customer journey (e.g. a social media interaction) and tie them to corresponding actions - what the buyer does at each stage of the journey (e.g. visiting your company website).



HOW TO IDENTIFY CUSTOMER TOUCHPOINTS

Customer Usage Data
Provides insights into the products customers enjoy and features of the buying process they prefer, allowing companies to make personalized recommendations, maximize cross-sell and up-sell opportunities, and inform product development.

Path to Purchase Survey
Identifies key inflection points and influential factors in the purchase decision.

Manufacturing Distribution Process Review
Studies touchpoints pertaining to supply, production, and distribution of your product to determine customer demand for specific products, clarify if customers receive their product quickly after purchase, and identify ways products can be personalized.

Channel and Media Use Survey
Gathers feedback on customers' preferred shopping platforms and communication methods—email, social media, phone, etc.—to help companies learn which platforms customers use to inform decision-making.

Website (UX) Data
Explores the sources that bring customers to a company's website, such as social media posts or a positive review on a forum, to help determine where to delegate resources for further growth.

Customer Experience (CX) Analysis
Provides invaluable insight into how customers find a company and identifies how impactful different touchpoints throughout the customer journey are in the buying decision. Ex) Reading blogs or visiting product pages.



STEP 4

IDENTIFY AREAS FOR CUSTOMER EXPERIENCE IMPROVEMENT

Surveys and customer feedback provide an opportunity to understand aspects of the purchase experience customers enjoy and areas for improvement.



HOW TO IDENTIFY AREAS FOR IMPROVEMENT

Quantitative Surveys
Collects feedback on customer satisfaction and/or needs and challenges to garner insights.

Customer Feedback
Gathers customer feedback through in-depth interviews or focus groups and post-purchase feedback forms to uncover new insights and/or dig deeper into quantitative survey insights.



STEP 5

SET KPIS

Measure success throughout the customer journey by setting KPIs for each lifecycle stage that align with company goals or based on company initiatives.



HOW TO MEASURE SUCCESS THROUGHOUT THE CUSTOMER JOURNEY

Typical KPIs for each of the four lifecycle stages

- Awareness**
- Web traffic
 - Engagement
 - Social media reach
 - Earned media coverage
 - Search rankings
 - PPC CTR
 - Blog traffic
 - Newsletter sign-ups

- Purchase**
- Purchase/POS data
 - Cart abandonment
 - Product page metrics
 - Purchase price
 - Sales cycle length

- Consideration**
- Lead conversions
 - Influencer endorsements
 - Email engagement
 - Website use data

- Retention**
- Retention/renewal rate
 - Customer lifetime value
 - Social media sentiment
 - Customer reviews
 - Repeat business
 - Loyalty programs
 - Service call ratings

To learn more about the steps of customer journey mapping, download our report: **Your 5-Step Guide to Creating a Customer Journey Map**