THE POWER OF CUSTOMER JOURNEY MAPPING

How companies leverage customer pathway data to improve customer experiences and increase loyalty
INTRODUCTION

Whether they’re riding the Tour de France or trekking across the globe for the Amazing Race, any strong competitor understands that the most critical element of the journey is knowing where the finish line is and how to reach it. This is no less true in business.

Today’s companies find themselves competing harder than ever to attract new customers and retain existing ones. Faced with supply chain disruptions, economic hardships, an influx of new product options, and more, many customers’ expectations and needs have evolved, as have their loyalties and their willingness to switch brands. Meanwhile, companies have dealt with their own pandemic-related challenges, such as low or delayed stock, staffing shortages, and inflation. These hurdles have disrupted their ability to serve their customers, leading to missed opportunities and poor customer experiences.

Without a proper understanding of their customers’ experiences and perceptions, many businesses will subsequently lack insight into customer satisfaction. The result? They’re less able to identify gaps and develop product and service strategies. Net Promoter Scores plummet.

Customer retention spirals downward. This is where customer journey maps become crucial — and it’s why their use is growing across industries.

By providing a roadmap of how customers interact with your brand — from initial research and discovery to purchase and retention — customer journey maps demystify the customer experience. It’s no surprise, then, that we’ve seen more and more businesses investing in customer journey mapping. Lacking a customer journey map, many companies find themselves veering in the wrong direction and, ultimately, failing to address customer needs. In the acquisition phase alone, companies without a map risk disengaging, alienating, or confusing their target customers by focusing on the wrong elements in their sales and marketing approaches.

To help organizations understand how to best leverage customer journey maps, Hanover Research surveyed 400 companies around the U.S. The survey gathered data on organizational behaviors and preferences for customer journey maps, including how companies use their maps, what makes them an effective tool for decision-making, and the impact they have on their organizations.
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Are you ready to optimize your buyer experience with customer journey maps?

[LET'S GET STARTED]
CUSTOMER JOURNEY MAP: AT A GLANCE

Customer journey maps are not exactly a standard tool for most companies: Only 47% actually have one. However, there are signs of increasing investment in and reliance on customer journey maps. The number of companies with customer journey maps in 2022 is 12% higher than in 2019. Today, almost 2 in 5 companies currently without a map are interested in creating one.

Companies with customer journey maps see immense value in them. The majority agree that the time and funds spent creating their maps were worth it. They also incorporate the maps’ findings into their strategies and decisions, enabling them to increase their ROI and become more customer-centric. Additionally, companies with maps continue to invest in updating their map insights. Among companies that have already refreshed their maps, 75% plan to do so again in the future.

- 47% of organizations have a customer journey map that outlines a customer’s journey with their brand, products, and services (n=400)
- 3 in 4 organizations with a customer journey map have previously refreshed it and plan to do so again (n=186)
- 38% of organizations without a map are interested in creating one (n=155)
- 32% plan to refresh their customer journey map with the next year (n=174)

HOW BUSINESSES VIEW CUSTOMER JOURNEY MAPS

- 87% say it’s time well spent
- 87% say the funds are well spent
- 81% use those insights in strategy meetings
- 87% use those insights in decision making
- 76% say it increases the ROI of investments
- 79% say it’s allowed their organization to become more customer-centric
WHY USE CUSTOMER JOURNEY MAPS?

Customer journey maps offer a variety of benefits across all industries. Not only are their insights effective for achieving business goals, they’ve also helped many companies overcome new challenges caused by the COVID-19 pandemic.
WHY DO COMPANIES BUILD A CUSTOMER JOURNEY MAP?

Many companies are first motivated to build customer journey maps in hopes of improving customer experience and marketing ROI. More than two-thirds of companies report creating a customer journey map to access insights that could improve the customer experience. Almost half of respondents say they wanted to improve marketing and advertising spending, along with ROI.

In addition to customer and marketing insights, a new use for customer journey maps has emerged over the last few years: A better understanding of buyer behavior following the COVID-19 pandemic. Indeed, 1 in 3 businesses have found a use for customer journey maps in helping them navigate the changing business landscape.

ORGANIZATIONS CREATE CUSTOMER JOURNEY MAPS TO:

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve the customer experience</td>
<td>68%</td>
</tr>
<tr>
<td>Increase ROI of marketing and advertising spend</td>
<td>49%</td>
</tr>
<tr>
<td>Improve their advertising and marketing campaigns</td>
<td>49%</td>
</tr>
<tr>
<td>Understand the pandemic’s effects on the business landscape</td>
<td>33%</td>
</tr>
</tbody>
</table>
WHO IS USING CUSTOMER JOURNEY MAPS?

While all organizational types employ customer journey maps, they do so at slightly different rates. B2B2C industries, for example, have the highest adoption at 56%. The higher adoption for this industry type might result from their business model, which has the most complex customer journeys (selling to retailers who in turn sell to consumers). Given a more intricate client base with a dual layer of preferences and needs, B2B2C companies rely on customer journey maps to help them untangle the wide range of motivations for their product.

B2C companies have the second highest adoption, which likely results from their business models’ reliance on brand awareness, quick cycle sales, and fast decisions, making it imperative for them to have an in-depth understanding of what drives customer behavior.

While B2B companies have the lowest adoption at 42%, they also reported the highest increase in customer journey map usage, up 17% from our 2019 study. This indicates that B2B companies are discovering the value and insights that can be found in mapping their customer’s journey. Most notably, more than 96% of B2B companies report that customer journey maps are effective in developing customer loyalty and identifying gaps in communication touch points, with 94% reporting a high impact on increasing customer satisfaction.
VALUE OF CUSTOMER JOURNEY MAPS

While the reason for creating customer journey maps centered on customer experience and marketing, companies also report benefits that go beyond their initial intent and extend to a variety of other goals.

Among survey respondents, 94% of businesses said their customer journey maps proved useful for developing new products and services to match customer needs. Almost 9 out of 10 have also used journey maps to refine existing products by identifying and improving service gaps for a better product experience.

Customer journey maps also support sales initiatives, with 91% of businesses reporting that their maps have helped drive sales. Meanwhile, 89% say their maps helped their business identify and leverage their competitive advantage.

### GOALS AFFECTED BY JOURNEY MAPS

(\(n= 44 - 105\))

- 94% Develop products and/or services to meet customer needs or market demand
- 93% Develop targeted advertising and marketing campaigns
- 92% Increase customer satisfaction
- 91% Drive sales
- 91% Determine ROI of marketing and advertising spend
- 90% Allocate advertising and marketing spend
- 90% Develop customer loyalty
- 90% Measure key performance indicators (KPIs)
- 89% Identify gaps in service
- 89% Identify and leverage our competitive advantage
- 89% Prioritize customer-centric initiatives
- 86% Leverage customer sentiment in campaign
- 85% Identify gaps in communication touch points
## CHALLENGES ADDRESSED BY CUSTOMER JOURNEY MAPS

Many companies have seen value in incorporating customer journey insights into their business strategies. Almost 2 in 3 companies say their customer journey maps have helped them develop new products and services, increase ROI, and overcome internal challenges.

<table>
<thead>
<tr>
<th>CHALLENGE</th>
<th>Addressed (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing new products and/or services</td>
<td>64%</td>
</tr>
<tr>
<td>Increasing ROI</td>
<td>64%</td>
</tr>
<tr>
<td>Internal challenges (e.g., customer service, structural, etc.)</td>
<td>64%</td>
</tr>
<tr>
<td>Increasing market share</td>
<td>63%</td>
</tr>
<tr>
<td>Retaining current customers (e.g., loyalty)</td>
<td>60%</td>
</tr>
<tr>
<td>Obtaining new customers</td>
<td>57%</td>
</tr>
<tr>
<td>Entering new markets</td>
<td>56%</td>
</tr>
</tbody>
</table>
CHALLENGES THAT HAVE INCREASED IN DIFFICULTY

The COVID-19 pandemic has heavily affected business operations in many ways over the past few years. Many companies reported an increased struggle to gain new customers (44%) and retain customers (30%) because of the pandemic. Internal challenges — like staffing shortages and supply chain issues — were also listed by 40% of respondents as affected by COVID-19. Almost 1 in 3 businesses reported struggling to grow their market share or expand into a new market. The increased difficulty for these business initiatives is likely a main motivator for the 12% increase in business using customer journey maps today than compared with our 2019 study.

WHAT INITIATIVES HAVE BECOME MORE CHALLENGING BECAUSE OF THE COVID-19 PANDEMIC? (n=400)

- Obtaining new customers: 44%
- Internal challenges (e.g., customer service, structural, etc.): 40%
- Entering new markets: 31%
- Retaining current customers (e.g., loyalty): 30%
- Increasing market share: 30%
- Increasing ROI: 29%
- Developing new products and/or services: 26%
- None: 13%
- Other: 3%
COVID-19 IMPACT ON THE USE OF CUSTOMER JOURNEY MAPS

The value of customer journey maps for overcoming increasingly difficult business initiatives can be seen through companies’ reported reliance on them. Customer journey map insights had the most influence on the allocation of advertising and marketing spend (84%). This aligns with the increased challenge of obtaining new customers (page 10). By leveraging customer journey insights in their marketing strategies and spending, companies are able to tailor their outreach to align with customer preferences.

DID YOUR ORGANIZATION’S USE OF THE CUSTOMER JOURNEY MAP INCREASE FOR ANY OF THESE INITIATIVES AS A RESULT OF THE COVID-19 PANDEMIC?

(n=44, 105)

- Allocate advertising/marketing spending: 84%
- Develop products and services to meet customer needs or market demand: 76%
- Identify gaps in communication touch points: 75%
- Identify and leverage our competitive advantage: 74%
- Drive sales: 74%
- Develop customer loyalty: 74%
- Develop targeted advertising and marketing campaigns: 72%
- Determine ROI of marketing and advertising spend: 72%
- Identify gaps in service: 71%
- Measure KPIs: 70%
- Prioritize customer-centric initiatives: 70%
- Leverage customer sentiment in campaigns: 70%
- Increase customer satisfaction: 68%
UNTAPPED OPPORTUNITIES FOR CUSTOMER JOURNEY MAPS

Organizations are using customer journey maps most frequently in areas where they see the most value: product development, revenue growth, and customer satisfaction. However, overlaying their use with the impact of activities reveals untapped opportunities that many companies aren’t taking full advantage of. These underused areas represent opportunities for organizations to increase the impact of their customer journey maps even further.

ORGANIZATIONS USE CUSTOMER JOURNEY MAPS TO ACCOMPLISH HIGH-IMPACT ACTIVITIES

1. Measure KPIs
2. Allocate Advertising and Marketing Spend
3. Leverage Customer Sentiment In Campaigns

TOP 3 UNTAPPED OPPORTUNITIES

- Increase customer satisfaction
- Develop customer loyalty
- Identify gaps in service
- Identify and leverage our competitive advantage
- Identify gaps in communication touch points
- Choice Drive sales
- Develop targeted advertising and marketing campaigns
- Prioritize customer-centric initiatives
- Allocate advertising and marketing spend
- Develop products and/or services to meet customer needs or market demand
- Determine ROI of marketing and advertising spend
- Leverage customer sentiment in campaigns

Impact

Use

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ADVANTAGES FOR ORGANIZATIONS WITH CUSTOMER JOURNEY MAPS

Organizations with customer journey maps report a greater understanding of the different stages of the customer experience compared to those without one. The greatest advantages include a more thorough understanding of the purchase pathway for customer segments; how customers discover their need for a product or service; and the research customers perform to identify their ideal product or service.

<table>
<thead>
<tr>
<th>ORGANIZATIONS’ REPORTED UNDERSTANDING OF CUSTOMER INSIGHTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BUSINESSES WITH MAP</strong> (n=186)</td>
</tr>
<tr>
<td>Purchase pathway for different customer segments or personas (51%)</td>
</tr>
<tr>
<td>Discovery / Need / Inspiration (65%)</td>
</tr>
<tr>
<td>Research (55%)</td>
</tr>
<tr>
<td>Initial purchase made (65%)</td>
</tr>
<tr>
<td>Purchase frequency / cycle (59%)</td>
</tr>
<tr>
<td>Initial purchase considerations / evaluation (56%)</td>
</tr>
<tr>
<td>Customer satisfaction / likelihood to recommend (NPS) (60%)</td>
</tr>
<tr>
<td>Repeat purchase considerations (61%)</td>
</tr>
<tr>
<td>Customer loyalty / retention (61%)</td>
</tr>
<tr>
<td>Awareness (60%)</td>
</tr>
</tbody>
</table>

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Companies without customer journey maps are showing interest in developing one, with 38% of organizations reporting their companies' desire. Similar to companies with a map, the leading drivers for developing a customer journey map are to improve the customer experience and enhance the effectiveness of their marketing programs.

When asked the primary reason their company has yet to develop a customer journey map, 34% report that despite their company's interest, it's been listed as a lower priority. Almost 1 in 3 say it hasn't been discussed as an option or a need. Those that haven't yet prioritized it list a variety of reasons, many linked to a lack of resources or bandwidth.

### WHAT PROMPTED THE DESIRE WITHIN YOUR ORGANIZATION TO DEVELOP A CUSTOMER JOURNEY MAP?  
*(n=59)*

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A focus on improving the customer experience</td>
<td>64%</td>
</tr>
<tr>
<td>A focus on improving the content of advertising / marketing campaigns</td>
<td>58%</td>
</tr>
<tr>
<td>A focus on improving the ROI of marketing and advertising spend</td>
<td>46%</td>
</tr>
<tr>
<td>Changing business landscape due to COVID-19 pandemic</td>
<td>36%</td>
</tr>
</tbody>
</table>

### WHAT IS THE PRIMARY REASON YOUR ORGANIZATION HAS NOT DEVELOPED A CUSTOMER JOURNEY MAP?  
*(n=155)*

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>It's important, but hasn't been prioritized</td>
<td>34%</td>
</tr>
<tr>
<td>We haven't discussed it as an option or need</td>
<td>32%</td>
</tr>
<tr>
<td>We do not think a customer journey map is valuable</td>
<td>13%</td>
</tr>
<tr>
<td>Lack of top-down value placed on research</td>
<td>7%</td>
</tr>
<tr>
<td>Lack of internal bandwidth or capacity</td>
<td>6%</td>
</tr>
<tr>
<td>Lack of consensus over goals and objectives</td>
<td>4%</td>
</tr>
<tr>
<td>Lack of bottom-up value placed on research</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>
Customer journey maps offer widespread benefits that more companies are choosing to take advantage of, including alleviating challenges caused by COVID-19.

### Why Use Customer Journey Maps?

**Key Takeaways**

- **12%**
  - The increase in overall customer journey map adoption since 2019

- **17%**
  - The increase in B2B customer journey map adoption since 2019

- **38%**
  - The number of companies currently without maps who are interested in creating one

**Customer Journey Maps Offer Expansive Benefits and Provide Insight Over Those Without Maps**

- **TOP 3 BENEFITS**
  - **44%** Obtaining new customers
  - **40%** Internal challenges
  - **31%** Entering new markets

- **TOP 3 AREAS OF INCREASED INSIGHT**
  - Purchase pathways for different customer segments
  - Discovery / Need / Inspiration
  - Customer Research

Get more in-depth insights through customer segmentation. Download Hanover’s Customer Segmentation Toolkit.

**Learn More**
Companies leverage a variety of internal and external resources to create their maps, but building an effective and accurate map requires a significant investment of time and money.
WHO IS CREATING THE CUSTOMER JOURNEY MAP?

To create their customer journey maps, more than half of companies use some form of external resources, with 20% relying on an external vendor and 39% employing a combination of internal resources and an external vendor. Internally, companies rely on a combination of departments to develop their journey maps, with strategy (65%) and marketing (57%) having the highest reported representation.

59% of firms enlist the help of outside vendors for their journey maps

WHICH DEPARTMENT(S) UNDERTOOK THE TASK OF DEVELOPING THE CUSTOMER JOURNEY MAP?

- Strategy: 65%
- Marketing: 57%
- Market Research: 52%
- Product: 46%
- Sales: 44%
- Other: 4%

(n=149)
RESOURCES AND TIME INVESTED

The time it takes to complete a customer journey map varies. Most companies complete their customer journey map in less than a year (83%). The average cost of creating a customer journey map is $193,900. While a significant investment, this cost is 25% lower than the reported cost from our 2019 study.

APPROXIMATELY HOW MUCH DID YOU SPEND ON DEVELOPING THE CUSTOMER JOURNEY MAP? 
(n=110)

$193,900

APPROXIMATELY HOW LONG DID IT TAKE TO DEVELOP THE CUSTOMER JOURNEY MAP (INCLUDING THE RESEARCH THAT INFORMED ITS DEVELOPMENT)? 
(n=186)

- Under 1 year: 82%
- 1 to 2 years: 13%
- More than 2 years: 4%
WHAT INFORMATION IS BEING COLLECTED?

A typical customer journey map uncovers insights at the different stages of the customer experience, from an initial discovery of a need all the way through a company’s efforts at retaining that customer after they purchase. Some companies already possess this information through historical data and other customer-centric initiatives.

When asked what data was missing before creating their customer journey map, the biggest reported data gaps involved purchase pathways for different customer segments or personas, customer satisfaction, and repeat purchase considerations.

AT THE TIME YOUR ORGANIZATION COMMENCED DEVELOPMENT OF A CUSTOMER JOURNEY MAP, WHAT CUSTOMER DATA WAS MISSING?

\( (n=186) \)
REASSESSING THE CUSTOMER JOURNEY MAP

Simply building a customer journey map is not enough. Customer preferences and actions evolve over time in response to emerging needs and situations. To ensure customers’ experiences match their needs and expectations, companies need to pay attention to customer activity and refresh their customer journey map when necessary.

Most companies understand this: 96% say they plan to refresh their customer journey map. Of that, 75% say they have previously refreshed their map and plan to do so again. This is an increase of 36% from our 2019 study, during which only 55% of respondents had previously refreshed their customer journey map or planned to do so. This 20% shift seems to come from 2019 respondents who followed through on their intention to do their first refresh. It also shows that among 2019 respondents with no plans to refresh, many encountered a new scenario that prompted them to do so after all. Likely, the evolving customer needs resulted from COVID-19. In fact, 43% of respondents cited the effects of COVID-19 on the business landscape as the spark for their recent refresh.

WHEN DO YOU PLAN TO REFRESH THE CUSTOMER JOURNEY MAP? 
(n=174)

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>2022 (n=186)</th>
<th>2019 (n=169)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than a year</td>
<td>32%</td>
<td>44%</td>
</tr>
<tr>
<td>1 to 2 years</td>
<td>44%</td>
<td>19%</td>
</tr>
<tr>
<td>3 to 4 years</td>
<td>19%</td>
<td>4%</td>
</tr>
<tr>
<td>5 or more years</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>No selected frame</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

WHAT PROMPTED THE MOST RECENT REFRESH PLAN FOR YOUR ORGANIZATION'S CUSTOMER JOURNEY MAP? 
(n=182)

<table>
<thead>
<tr>
<th>Prompt</th>
<th>2022 (n=186)</th>
<th>2019 (n=169)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A focus on improving the customer experience</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>A focus on improving the ROI of marketing and advertising spend</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>Changing business landscape due to COVID-19 pandemic</td>
<td>43%</td>
<td></td>
</tr>
<tr>
<td>A focus on improving the content of advertising/marketing campaigns</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td>3%</td>
</tr>
</tbody>
</table>
CREATING AN EFFECTIVE CUSTOMER JOURNEY MAP

KEY TAKEAWAYS

There are a variety of ways that companies choose to develop their customer journey maps, but the majority agree on the value of updating their maps.

Companies Use a Variety of Development Strategies, But Many Leverage External Resources

- **59%**
  - The number of companies who use external vendors to create their maps or who use a combination of internal resources and external vendors

Most Companies Understand the Value of Refreshing Their Customer Journey Maps

- **93%**
  - The number of companies who have plans to refresh their customer journey maps in the future

Of Those Internal Development Sources, Most Companies Leverage Multiple Departments

<table>
<thead>
<tr>
<th>Department</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>57%</td>
</tr>
<tr>
<td>Market research</td>
<td>52%</td>
</tr>
<tr>
<td>Customer satisfaction</td>
<td>33%</td>
</tr>
<tr>
<td>Strategy</td>
<td>65%</td>
</tr>
<tr>
<td>Repeat purchase</td>
<td>32%</td>
</tr>
</tbody>
</table>

Before Creating Customer Journey Maps, Companies Report Large Gaps in Customer Data

<table>
<thead>
<tr>
<th>Data Gap</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase pathways for different customer segments</td>
<td>34%</td>
</tr>
<tr>
<td>Strategy</td>
<td>65%</td>
</tr>
<tr>
<td>Customer satisfaction (NPS)</td>
<td>33%</td>
</tr>
<tr>
<td>Market research</td>
<td>52%</td>
</tr>
<tr>
<td>Repeat purchase considerations</td>
<td>32%</td>
</tr>
</tbody>
</table>

Gather feedback directly from your customers by building a **Voice of Customer Program**

LEARN MORE
Companies with customer journey maps aim to leverage those insights company-wide, however some struggle to effectively integrate the data into their strategies.
HOW ARE CUSTOMER JOURNEY MAPS USED?

WHO USES CUSTOMER JOURNEY MAPS

Companies with customer journey maps have found value beyond the traditional departments of customer service, marketing, and sales. Some are using their customer journey map for growth initiatives like strategy (80%), market research (74%), and product development (67%).

WHICH DEPARTMENTS HAVE INTEGRATED THE CUSTOMER JOURNEY MAP INTO THEIR DECISION-MAKING?

(n=186)

<table>
<thead>
<tr>
<th>Department</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer service</td>
<td>82%</td>
</tr>
<tr>
<td>Strategy</td>
<td>80%</td>
</tr>
<tr>
<td>Marketing</td>
<td>76%</td>
</tr>
<tr>
<td>Sales</td>
<td>74%</td>
</tr>
<tr>
<td>Market research</td>
<td>74%</td>
</tr>
<tr>
<td>Operations</td>
<td>72%</td>
</tr>
<tr>
<td>Product development</td>
<td>67%</td>
</tr>
<tr>
<td>C-suite/executive leadership</td>
<td>63%</td>
</tr>
</tbody>
</table>

HOW CUSTOMER JOURNEY MAPS ARE USED

Companies cite various uses for the data and insights their customer journey maps provide. Many use the map for strategy meetings and decision making, along with customer-centric initiatives and investments. Just over 80% of companies also credit customer journey maps with facilitating cross-departmental collaboration and communication.

OUR CUSTOMER JOURNEY MAP...

(n=186)

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is an effective tool for decision-making.</td>
<td>87%</td>
</tr>
<tr>
<td>Facilitates cross department collaboration and communication.</td>
<td>81%</td>
</tr>
<tr>
<td>Is discussed at (or used to guide) department-level meetings.</td>
<td>79%</td>
</tr>
<tr>
<td>Is discussed at (or used to guide) leadership or strategy meetings.</td>
<td>79%</td>
</tr>
<tr>
<td>Has allowed us to become a customer-centric organization.</td>
<td>79%</td>
</tr>
<tr>
<td>Increases the ROI of investments.</td>
<td>76%</td>
</tr>
</tbody>
</table>
INTEGRATION CHALLENGES AND BEST PRACTICES

Customer journey maps can be extremely useful tools in strategic planning and performance across the organization. However, a journey map is only as effective as the extent to which it’s integrated across the organization.

Respondents attribute lack of accountability and commitment as the leading obstacle to integration. Though not as high, some identified incorrect or outdated data in their customer journey maps, leading to disinterest in using the data and signaling a need for a customer journey map refresh. In line with the leading challenges, the highest reported solutions for integration are around executive and departmental commitment to data-driven decisions.

INTEGRATION BEST PRACTICES
(n=117 – 153)

1. Culture of data-driven decision-making
2. Commitment to consistent utilization
3. Accountability or ownership incentivizes use
4. Bottom-up value placed on integration
5. Top-down value placed on integration

CHALLENGES OF INTEGRATION
(n=31 - 65)

1. Lack of accountability or ownership to drive use
2. Lack of commitment to consistent utilization
3. Lack of internal bandwidth or capacity
4. Issues with awareness
5. Lack of bottom-up value placed on integration
6. Culture doesn’t value or incentivize data-driven decision-making
7. Lack of top-down value placed on integration
8. The map doesn’t accurately represent the customer journey (e.g., outdated, bad data, etc.)
Companies see increased benefits with customer journey maps if data is integrated into their strategies.

**EFFECTIVELY INCORPORATING JOURNEY MAPS**

**KEY TAKEAWAYS**

The Insights Collected From Customer Journey Maps Help Companies Build Better Experiences for Their Customers

- **79%**
  - The number of companies who say their customer journey maps have allowed them to become more customer-centric

Effective Use of Customer Journey Maps Helps Companies Make Effective Decisions

- **87%**
  - The number of companies who agree that customer journey maps data is an effective tool for decision-making

Companies Struggle to Fully Integrate Customer Journey Data Into Their Strategy

**TOP THREE INTEGRATION CHALLENGES**

- Lack of accountability or ownership to drive use
- Lack of commitment to consistent utilization
- Issues with awareness

But Commitment and Accountability Improve Integration

**TOP THREE INTEGRATION RECOMMENDATIONS**

- Culture of data-driven decision making
- Commitment to consistent utilization
- Accountability or ownership incentivizing use of data

Start building your map with the Customer Journey Mapping Toolkit.

LEARN MORE
CONCLUSION

Customer journey maps provide companies with targeted insights on the customer experience. The data the maps generate help companies overcome business challenges, adapt to COVID-19 hurdles, accomplish business goals, and strategize for the future. And yet today, even after the pandemic forced a fast and massive evolution in customer behavior, many companies still lack these insights. Even so, our survey indicated a demonstrable rise in the perception and value of customer journey maps, with takeaways including:

- The use of customer journey maps is increasing, most notably for B2B brands (page 7).
- Customer journey maps provide extensive benefits, particularly for alleviating COVID-19 created challenges (page 11).
- 93% of companies are planning to refresh their customer journey maps to update their understanding of customer needs (page 20).
- Customer journey maps are valuable for multiple departments yet rely on companies to hold employees accountable for implementation (page 24).

To protect your company and develop targeted strategies, consider investing in collecting and incorporating customer insights into your operations. As buyer behavior continues to evolve, it’s critical that companies be prepared to measure and monitor their customer journey so that they can evolve as well.
APPENDIX
STUDY OVERVIEW

Key Objectives

- What is the prevalence of customer journey mapping in organizations?
- Do organizations make customer journey mapping a priority (e.g., top-down buy-in)?
- How does journey map usage/integration differ by role, industry, and organization size?

Methodology and Approach

- Hanover Research tested these questions and assumptions via a quantitative online survey targeted at professionals across relevant industry categories.
- A third-party panel vendor, Dynata, was used to recruit qualified participants.

Respondent Qualifications

Respondents met the following criteria to be qualified participants:

- Reside in the United States
- 25 years of age or older
- Currently employed full-time respondents.

To ensure sample representation, participants were recruited based on the following organizational and role-based criteria:

- Role level (ranging from manager to C-suite)
- Department (Marketing, Market Research, Consumer/Customer Insights, Product Management, Public Relations, Research and Development, Strategy, Operations)
- Organization size (revenue)
- Geography
- Tenure

After quality control measures, the analysis is based on a final sample size of 400 participants.
APPENDIX

PROFESSIONALS PROFILE
(N=400)

Title

<table>
<thead>
<tr>
<th>Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manager</td>
<td>28%</td>
</tr>
<tr>
<td>Director</td>
<td>21%</td>
</tr>
<tr>
<td>Owner</td>
<td>17%</td>
</tr>
<tr>
<td>Sr Manager</td>
<td>10%</td>
</tr>
<tr>
<td>C-Suite/Executive</td>
<td>9%</td>
</tr>
<tr>
<td>Sr Director</td>
<td>5%</td>
</tr>
<tr>
<td>Vice President</td>
<td>5%</td>
</tr>
<tr>
<td>Managing Director</td>
<td>4%</td>
</tr>
<tr>
<td>President</td>
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Department

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<tbody>
<tr>
<td>Operations</td>
<td>61%</td>
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<tr>
<td>Research and Development</td>
<td>11%</td>
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<tr>
<td>Marketing</td>
<td>9%</td>
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<tr>
<td>Strategy</td>
<td>8%</td>
</tr>
<tr>
<td>Product</td>
<td>5%</td>
</tr>
<tr>
<td>Consumer/Customer Insights</td>
<td>4%</td>
</tr>
<tr>
<td>Market Research</td>
<td>2%</td>
</tr>
<tr>
<td>Public Relations</td>
<td>2%</td>
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</table>

Tenure

<table>
<thead>
<tr>
<th>Tenure</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Less than 1 year</td>
<td>4%</td>
</tr>
<tr>
<td>1 to 3 years</td>
<td>18%</td>
</tr>
<tr>
<td>4 to 6 years</td>
<td>24%</td>
</tr>
<tr>
<td>7 to 9 years</td>
<td>16%</td>
</tr>
<tr>
<td>10 or more years</td>
<td>38%</td>
</tr>
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</table>
### ORGANIZATION PROFILE

**(N=400)**

#### Region

- **South:** 34%
- **Northeast:** 25%
- **West:** 21%
- **Midwest:** 20%

#### Organization Type

- **Business to Consumer (B2C):** 43%
- **Business to Business (B2B):** 37%
- **Business to Business to Consumer (B2B2C):** 19%
- **Other (please specify):** 2%

#### Organization Size

- **Fewer than 250 employees:** 41%
- **250 to fewer than 500 employees:** 13%
- **500 to fewer than 1,000 employees:** 12%
- **1,000 to fewer than 5,000 employees:** 17%
- **5,000 to fewer than 20,000 employees:** 10%
- **20,000 employees or more:** 9%

#### Annual Revenue

- **Less than $100,000:** 8%
- **$100,000 to $499,999:** 8%
- **$500,000 to $999,999:** 8%
- **$1,000,000 to $4,999,999:** 13%
- **$5,000,000 to $9,999,999:** 11%
- **$10,000,000 to $49,999,999:** 13%
- **$50,000,000 to $99,999,999:** 17%
- **$1,000,000,000 or more:** 22%

#### Industry

- **Other:** 32%
- **Manufacturing:** 23%
- **Software/SAAS:** 7%
- **Whole sale / Trade:** 6%
- **Non-profit:** 5%
- **Bank or financial services:** 5%
- **Professional Association:** 4%
- **Hospitality / Leisure:** 4%
- **Food service:** 2%
- **Ecommerce:** 2%
- **Food product / Beverage:** 2%
- **Non-durable products:** 2%
- **Telecom:** 2%
- **For-profit higher education:** 1%
- **For-profit K-12:** 1%
- **For-profit education technology:** 1%
- **Staffing:** 1%
- **Insurer:** 1%
- **Restaurant:** 1%
ABOUT HANOVER RESEARCH

We leverage a deep understanding of your business challenges to provide critical intelligence that helps you uncover new opportunities, minimize risk, and accelerate growth.

OUR BENEFITS

EXPERT
200+ analysts with advanced multiple methodology research expertise

FLEXIBLE
Ongoing custom research agenda adapts with organizations’ needs

DEDICATED
Exclusive account and research teams ensure strategic partnership

EFFICIENT
Annual, fixed-fee model shares costs and benefits

OUR CORPORATE SOLUTIONS

MARKET ANALYSIS
Drive growth and outperform competitors through targeted exploration and analysis of hard-to-quantify markets.

- Market Entry Strategy
- Market Penetration Strategy
- Trend Analysis
- Market Share Identification
- Market Segmentation
- Merger and Acquisition Opportunity Analysis
- Competitive Analysis

PRODUCT LIFECYCLE
Optimize each stage of a product's lifecycle from ideation, development, launch, and marketing.

- Product Lifecycle Management
- Product Development
- Product Portfolio Review
- Package Design
- Pricing Strategy
- Product Message Testing
- Channel Strategy
- Customer Needs Assessment

CUSTOMER EXPERIENCE
Understand the complex customer journey to pinpoint problem areas and uncover opportunities for high-impact improvement.

- Voice of the Customer
- Consumer Decision-Making Process
- Customer Segmentation
- Customer Needs Assessment
- Buyer Persona
- Customer Satisfaction
- Customer Journey
- Lead Scoring
- Pathway to Purchase

BRAND STRATEGY
Identify and measure the most important metrics for assessing brand and cultivating effective messaging.

- Brand Equity
- Brand Awareness
- Brand Perception
- Brand Tracking
- Brand Development and Positioning
- Content Marketing

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