



Business Direction Tutorial Resources: **Customer Journey Mapping**

What is it?

Customer journey mapping helps you understand your customers' perspectives and gain valuable insights into their experience as they engage with your business.

There is a wealth of different customer journey templates online to explore and we have provided a simple template for you to use.

All businesses are different and some journeys are more complex than others. The template you use may vary depending on the process, product or service you are mapping.

In a customer journey map, you define all the 'touchpoints' that occur between your customers and your business. Taking the time to map your customers' journey can uncover opportunities to really understand how customers engage with your business.

Why do it?

By looking at the business from the customer's perspective, you can better understand their needs and wants, creating more effective and satisfying experiences for them. The aim is to keep customer engagement high at each stage of the journey, converting more prospective customers into actual customers.

When should you create a customer journey map?

Journey maps can be created at any time in business development. They should be created to support a business objective, such as early stage research, a changing customer profile, changing technology or market, or changing processes, products or services.

How can the customer journey map help my business?

The insights you gain should be viewed as opportunities to make improvements to your business and constantly improve your customers' experience.

Measuring data and setting key performance indicators on the critical stages or 'touchpoints' of the journey, can help identify areas which could be improved or made easier.

Customer Journey Mapping

There isn't a one size fits all approach, rather a few guiding principles:

1. Customer personas

Creating customer personas is a critical step prior to completing your customer journey map. Ask yourself:

Who are my customers? What are their pain points? What do they like or dislike?

If you haven't done so already complete your customer persona template here ([LINK](#)). You may have multiple personas for your business, each at a different stage of the buying journey. You may have a B2C or B2B business, or have both users and buyers to consider. Each persona will engage in different ways with your business or brand, depending on where they are in their journey and what their pain point is at that stage.

2. List your buyer's goals

After completing your customer personas, consider what your persona's goal is at each stage of the journey (see journey map template).

For example, in the:

- awareness phase, users may be researching the different options to satisfy their needs or wants.
- consideration phase, buyers may want to understand the time investment required or your pricing or shipping costs, and compare them to other offerings.
- conversion phase, customers must be convinced that they have all the necessary information about the process, product or service and the next stages in the journey.
- retention phase, your user will want to experience the value promised to them.
- advocacy phase, your user or buyer will judge you on the impact of the new process, product or services and the quality of your after sales service and engagement and complaints handling.

Do you understand your customers' goals at each phase? How you are helping to achieve them (or not)? Different ways to assess this include:

- feedback and online surveys
- analysing complaints
- testing and user groups
- web analytics
- social media 'listening'

Customer Journey Mapping

3. Define the touchpoints

A 'touchpoint' is any time a customer comes into contact with your brand or business. These moments can happen online or in person and some touchpoints are more critical than others.

Walk through your business from end to end, and look at it from the customer's perspective – from initially finding out about the process, product or service, through to completing the transaction or implementing the new process.

Online, if a potential customer looks at your website and does not get the information they need, they may abandon their journey and not enter the next phase in the customer journey. If there isn't easy payment for example, they might cancel their purchase. Analytic tools can provide great insights into customer behaviour online, giving the information to fix the issue.

Touchpoints also apply after customer conversion, for example, if you use a courier to deliver your product and they don't meet your promised delivery times, this may reduce advocacy and likelihood of repeat sales and referrals. Also, how a company handles a complaint could significantly reduce referral opportunities.

It is important to clearly identify the potential touchpoints between your business and your customers. Think of every place your business or brand meets your customer. Exploring this fully will uncover all areas that impact your customer experience and help you find ways to make it better and offer them additional value.

Walk through your business from end to end, and look at it from the customer's perspective – from finding out about your product or service, through to receiving the goods.

4. Identify customer pain points

Look across each phase of the journey and ask: Are my customers achieving their goals during the customer journey? Is there any point at which they give up and abandon their journey or purchase? Ask:

- Where are the main areas of challenge?
- What are we doing well?
- What makes our customers convert?

A conversion could be:

- consuming online content
- changing behaviours,
- buying a product or service,
- applying for an opportunity or
- implementing a process.

For online sales, you can use various analytical tools to assess your customer's behaviour. Once you know where the positives and negatives are for each phase or touchpoint, mark them down on your customer journey map.

Customer Journey Mapping

5. Focus on the critical points

You do not need to optimise or change every touch point. If customers frequently complain about how hard it is to navigate your website, and you notice a large number of drop offs or have a high 'bounce rate', you should think about changing this. However, if only a few customers have complained about your lack of 24/7 online support, it might not be worth an investment in this area.

The ultimate goal is to keep your customers travelling on the journey, converting potential customers into paying customers. Focus your efforts on those points that will push customers towards the conversion phase and beyond.

6. Review and repeat

Remember that your customer personas can change. Do you have new customers with new needs? Or do your existing customers have new needs, requiring you to interact with them more or in new ways? The world is constantly changing, so you should also review customer journey map frequently. As well as reviewing your map every 3-6 months, you should revise your KPIs, you with the introduction of a new product or service. Use the data you uncover to tweak and improve your customer experience and generate valuable outcomes for your business.