

## Customer Journey Mapping and Its Benefits

Effectively mapping out the customer journey, which are the steps that a customer takes to eventually make a purchase, has become increasingly important. This is because customers are placing a high value on the quality of their customer journey experiences. They want an Omni-channel experience and quick answers to their questions and resolutions to their problems.

A business can now have about a dozen channels to manage, including social media channels, chat, email, phone, text, and in-person communication. The rise in demand for a great customer experience and the increase in the number of channels to manage has made the customer journey more complex, making customer journey mapping an essential component of customer acquisition, management, and retention.

### **What Steps Does a Customer Journey Map Represent?**

A customer journey map is used to map out the steps in a customer journey. The journey usually involves a few main steps that an individual goes through to make a purchase and become a customer. First, they become aware that they want or need a solution to something and research options and companies that can offer that solution. Next, they consider which offer and company to go with by making comparisons. And finally, they reach a purchase decision based on all the information they have gathered.

So, the main steps of the customer journey are awareness, consideration, and decision.

After the person becomes a customer, another couple of steps are retention and advocacy which involve taking steps to retain the customer and to encourage them to become brand advocates.

## **What are Customer Journey Map Touchpoints?**

A customer journey map visually shows the steps that a customer takes to reach a buying decision and become a customer. Each main steps can have numerous touchpoints. For example, when a customer decides to shop online and reaches the checkout step, they may need to create an account by filling in their address into a form, then enter their payment information. They may even be asked if they would like to sign up to a newsletter or add related items to their cart before making payment. How well all of these steps are optimized can influence the customer experience and whether or not the customer completes their order.

## **How Does Customer Journey Mapping Work?**

The first step to creating a customer journey map is to identify all of the possible channels that customers might interact with when going through a journey. Some of these channels may include website, phone, chat, email, physical store, and social media networks. Each of the major buyer personas and details about them also need to be identified. For example, one buyer persona may be business women ages 30-45 who live in the United States and have children.

Once you have your channel and buyer persona information prepared, you can create journeys based on each persona. For example, one journey may involve the aforementioned persona doing a Google search for a product, clicking on an ad, being taken to a website, and making a product purchase on the site. Creating a map for this journey would involve adding each touchpoint of the journey to the map. Then the actions of the customer and company can be analyzed at each stage.

## **What are the Benefits of Customer Journey Mapping?**

Customer journey mapping is important for businesses of all sizes. By mapping out the customer journey, a company can help ensure that each step of the journey is efficient and works well for customers. It helps a business to understand and resolve customer pain points and to create more personalized experiences. For many customers, a personalized experience is a major deciding factor when choosing to buy from a company.

Here are some of the benefits to creating customer journey maps:

- It helps customer service agents to see the viewpoint of the customer and where and how issues can be resolved.
- It creates a clear and efficient sequence for the buyer experience.
- It aids in optimizing customer acquisition, conversion, and retention.
- It helps with comparing buyer personas and their experiences and behaviors.
- It helps with analyzing customer expectations versus the delivery of those expectations.

Ultimately, optimizing the customer journey helps to increase customer satisfaction and leads to more sales and long-term customers.

How can customer journey mapping improve the touchpoints of your customer journeys and increase customer satisfaction?