

: *What is a customer journey map?*

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Customer journey mapping creates a visual representation of what a typical customer is doing, feeling, experiencing, risking, and thinking while traversing the stages of need identification, initial awareness, research, comparison, selection and purchase and user experience. Creating the map is an exercise to help understand and improve the customer experience. Some maps visualize a customer's needs, objectives, feelings and barriers as they progress to purchase a product, service, or brand. The journey may be short circuited along the path. In many ways the visualization is documenting a customer's decision process and purchasing experience.

Customer journey mapping graphically portrays a customer's experiences with an organization at major and minor touch points or stages.

Agius (2019) explains examples of customer journey maps for B2B, eCommerce, future B2C, and retail customers customers. The maps may describe the current state, a day in the life of a customer, a future state, or a service blueprint. He notes "everything you do should be about solving customer problems and helping them achieve long-term success with your product or service."

References

Agius, A., "How to Create an Effective Customer Journey Map [Examples + Template]," Originally published Dec 6, 2018 5:50:00 PM, updated February 05 2019 at URL <https://blog.hubspot.com/service/customer-journey-map>

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