

Journey Map

Journey maps are documents that visually illustrate the experiences customers have with a business or an organization. A journey map identifies several things.

- Steps or activities a customer or user takes to accomplish a goal
- Challenges they face in accomplishing their goal
- People they interact with in a single organization or in an ecosystem of organizations
- Touchpoints and channels—like devices and apps—they encounter as they accomplish a goal
- Feelings, thoughts, and reactions they have throughout their journey

As you can imagine, there are highs and lows in every customer journey. The combination of all of these highs and lows can make—or break—the customer experience.

Follow the Customer

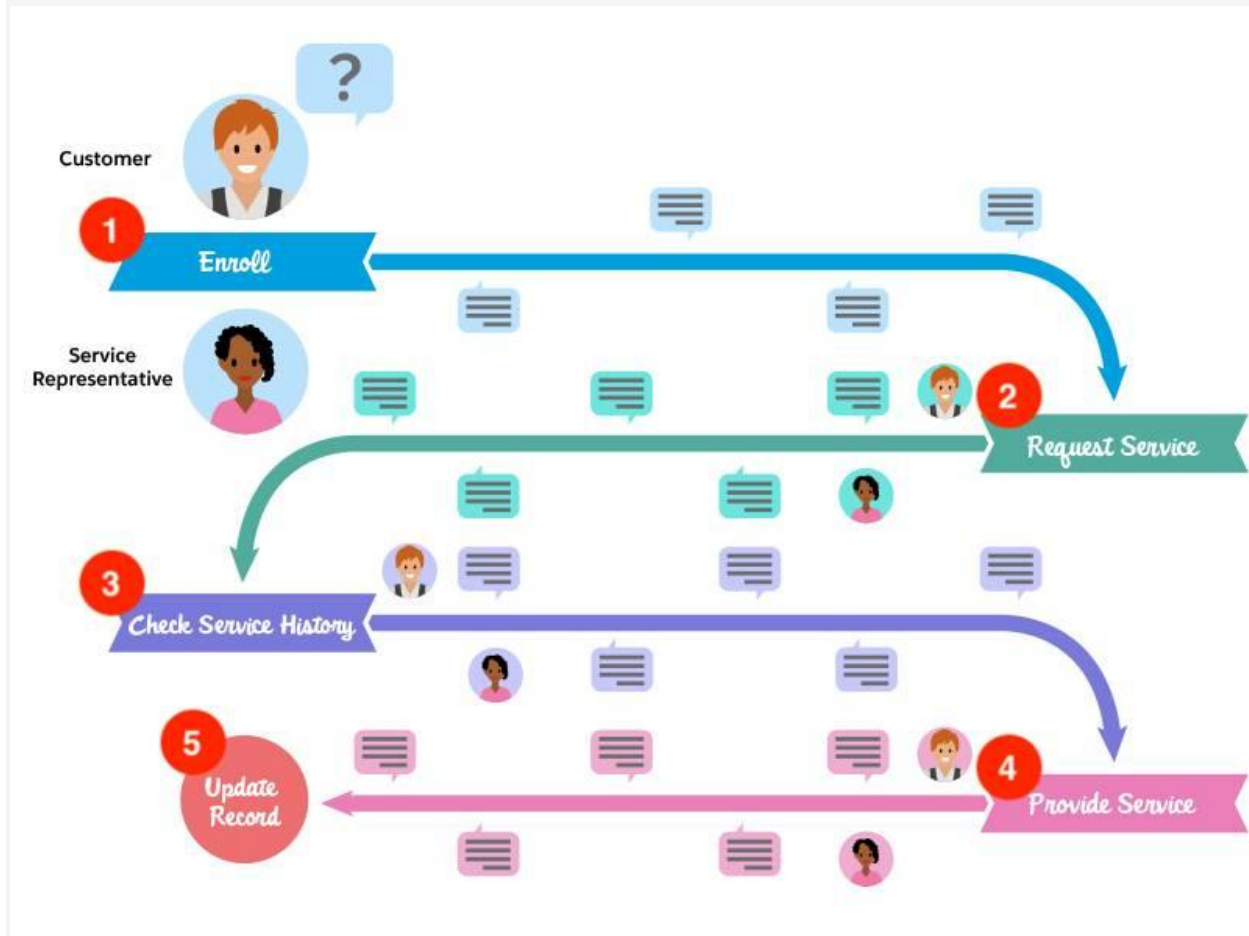
Below is an illustration of a journey map. We dive deeper into creating one that's relevant for your needs later in this module. The key point here is that a journey map captures these steps from the point of view of the customer or user.

In this example, the journey map follows a customer engaging with a company's service department. After enrollment in a subscription service, the customer soon has a request. The journey map outlines the steps and interactions the customer goes through to get their request fulfilled.

After enrollment (1), the customer calls with a question (2). Next, the service representative opens a request for service and sends them an email confirmation. Meanwhile, the representative checks the customer's service history (3), provides the service (4), and then the customer's record is updated and reflected in an online portal (5), which the customer can view.

Throughout this process, there may be many touch points between the customer and a service representative. That representative might also be collaborating with other colleagues in sales to get details about previous conversations they've had with the customer, or operations to get an approval for special pricing, and so on. The journey

map captures all this and more—if it affects the customer and can make the difference between a delightful experience and a terrible one, it's important to capture it.



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