**CUSTOMER EXPERIENCE MAPPING**

A customer experience map is a visual depiction that outlines a customers journey, including their touch points and emotions with a brand. . It helps the brand interpret customer behaviour and optimize the customer journey and helps to track a customers interaction with a brand from awareness to consideration , purchase and advocacy, giving a holistic picture(360 degree view) of what moved the customer ahead in their journey and what held them back.

It is an iterative process that encompasses activities like :

* Research and data collection
* Identification of customer touch points
* Customer segmentation
* Customer Journey Mapping
* Emotion analysis
* Gap analysis
* Solution development
* Implementation and testing
* Feedback loop and continuous improvement

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