

# What is a Customer Journey?

The objective of a customer journey is, on the one hand, to measure and evaluate how you are taking care of your customers and, on the other, in which way you can enhance and bring further delight to their experience with your brand.

## Customer Journey stages



### 1. Awareness

Awareness involves spreading general information about your products and services to your target audience(s).

During the awareness stage of the journey, consumers search for solutions and encounter multiple brands and products. Hint: This is the time to shine if you want to make a good first impression.

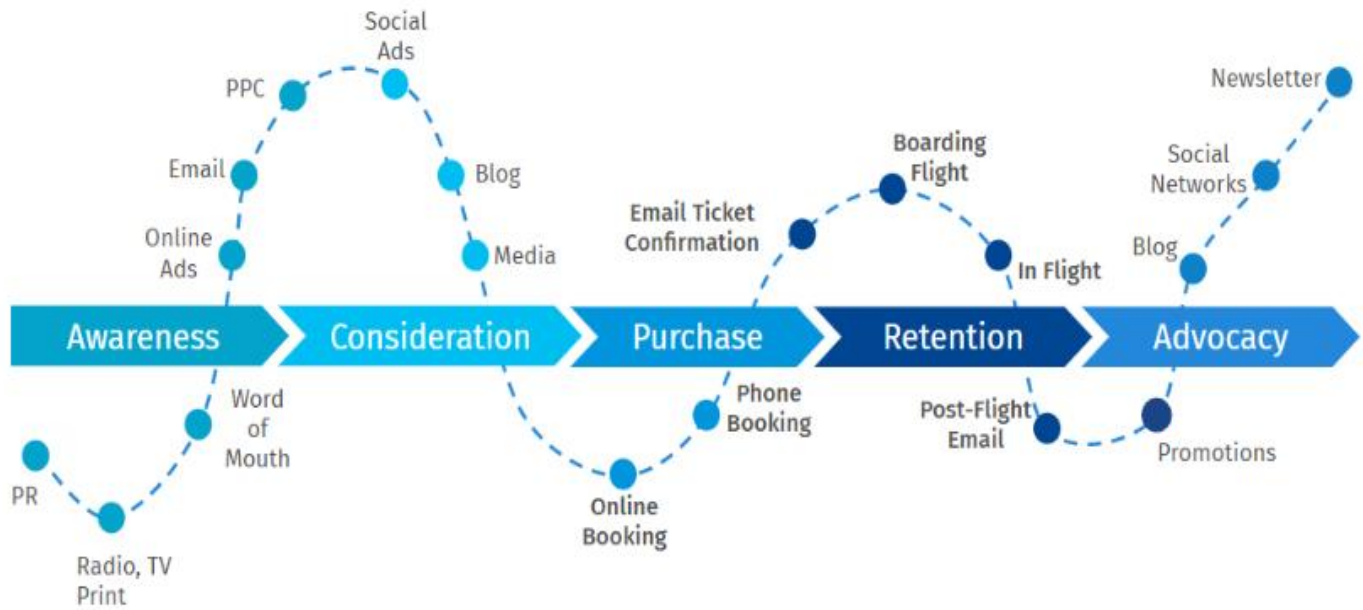
### 2. Consideration

Brands focus on promotion during the consideration stage of the journey. This is where customers begin to look for alternatives to past purchases. During this phase, your business strives to convince potential buyers to include you on the list of available options.

Your brand will most likely be considered alongside others, so make sure every impression you make counts.

### 3. Conversion

This stage prompts visitors to take a particular action. Using a dedicated call-to-action (CTA), you encourage customers to make a purchase, subscribe to a mailing list, or sign up for services. You should use this phase to sell your product as the best fit to solve a visitor's problem.



## 4. Retention

At this point, you already have a new customer – Congratulations! All that planning and asset building is paying off when they get to this phase. The consumer has decided to make their purchase with you, but don't assume it's a done deal.

A loyal customer brings an organization consistent business and costs less than the effort to bring in new customers. A study by Bain & Company discovered that loyal customers are 50% more likely to try new products and spend 31% more than new customers.

## 5. Advocacy

Most organizations acknowledge the benefits of word-of-mouth (WOM). However, few companies commit to a plan for boosting customer advocacy. When you keep your customers happy and exceed their expectations with innovation and excellent customer service, the customer journey shortens and transaction costs decrease.

## Benefits of understanding the Customer Journey

Identifying customers' journey allows us to understand better how they buy to meet their needs and expectations and what role a specific business plays in this process.

Furthermore, being aware of all their interactions (touchpoints) through any channel, such as email or social networks, allows for a better shopping experience while delivering a consistent message across all communication channels.