

Step-by-Step Guide on Real-time Customer Journey Mapping

By [Olivia Diaz](#)

UPDATED: 02 September 2022 | 7 min read



How do digital marketers get customers to do what they want them to do? Many marketing techies are facing the same question which is absolutely wrong. Rather the businesses should focus on how they can help their customers achieve goals

What is a Customer Journey Map and Why do you need it?

A diagram/flowchart or an illustration of all the touchpoints associated with your customers with your company be it online or offline is defined as a customer journey map. It helps to reveal where exactly your website is helping the customers or refraining them.

You may wonder what is the special need to have a customer journey map? Well, the end goal is to get a clear view of what the client is going through from their views and what it seems to appear from the customer side or personal level. It is crucial to know the answers to these questions – What motivates your customers and what

Over the past years, the companies had little to no knowledge regarding the customer demographic, behavioral, psychographic and transactional data. But now, the trends and patterns are changing as organizations are making a shift towards these data-driven decision-making trends.

Percent of time marketing analytics is used in decision making

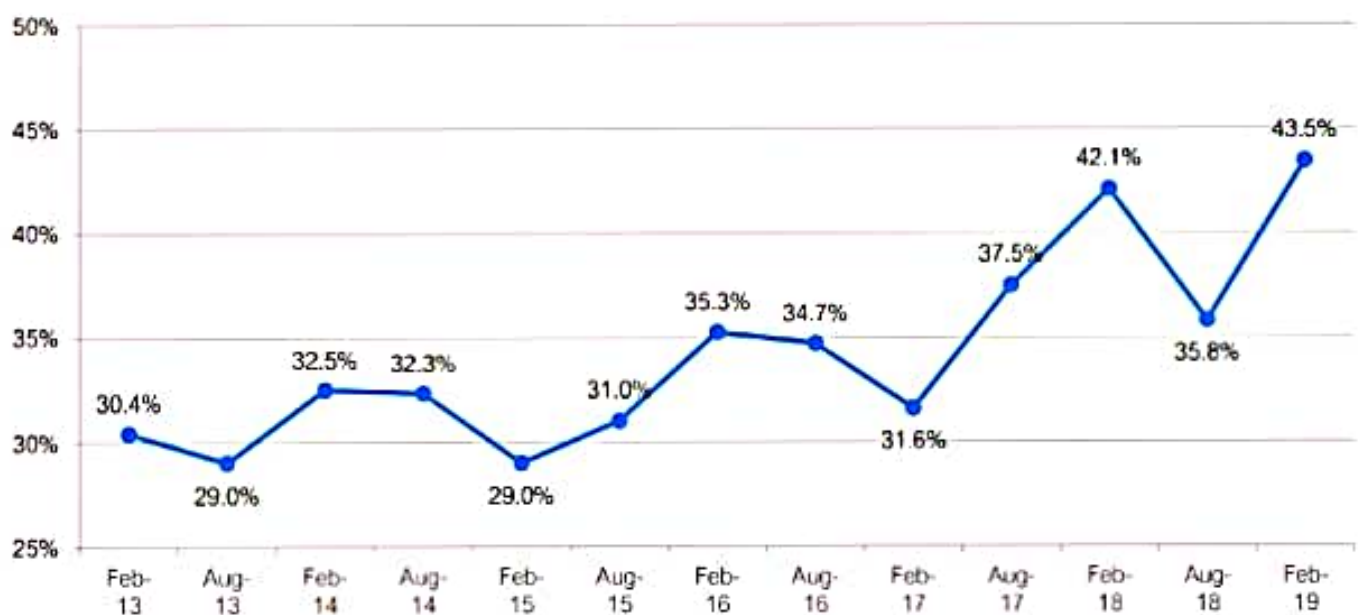


Image – Source

- **Understanding the Mapping Objectives**

A customer journey map is a single entity that defines a fair and comprehensive story within the given period of time. It helps you to learn a lot from a well-made journey map regarding how it's working, and what should be taken into consideration while being a customer. An effective initiative for the journey mapping begins with a clear goal statement. Here the ultimate purpose is to figure out if your existing customer experience is falling short and getting towards negative impressions.

- **Define your Business Scope**

After you convince all on your set of goals, its time to jump on to the next step which is to identify the scope of the journey for the mapping process. The scope definition of the mapping process is critical which helps to determine what kind of research is needed further and also lets you know what level of storytelling is provided in the map.

- **Create a Hypothetical Map**

You need to start a workshop for journey mapping if you wish to create a hypothetical map where you work and organize the content to build your first map. For initiating the customer journey process, you are required to create a shared environment by inviting Business, Design and Development teams to better understand through customer perspectives. You want to bring in business process owners and people who understand the target customers.

- **Test and Update your Hypothesis**

If you possess a good understanding of how the customer is experiencing and also have a knowledge of hypothetical maps, then it is the right time for making assumptions with the help of your basic research on your customers. You can also make use of an interview process called contextual inquiry which lays more emphasis on customer observation when they use the product or service in their day-to-day environment. Instead of asking your customers a list of long questions, the use of contextual inquiry can encourage customers to use the product or service normally as they do.



Image – Source

Moreover, there arise situations where you cannot carry out direct customer observation or have a contextual inquiry to get factual data. In a few cases where you cannot observe the customer behavior, you need to conduct new surveys that are designed to gather the input for validating the assumptions in your hypothetical customer journey maps. In the wake of making sense of the essential research,

The Road Ahead

A customer journey map is a powerful tool that positively influences customer experience if used properly and in return improves retention and revenue metrics. Though it is not a magical solution that solves all your experience problems at once it also helps to add value for your customers. The tool itself is more complicated as it deals with behavioral patterns of various audiences which requires discipline.

The way your web visitors interact with your website may not be a linear process as you wish. No matter how much you want it to be, it is not easy to make people move from Point A to Point B without

- **Activate and Socialize**

It is time to present your customer journey map to a huge audience. On the off chance that you utilize any client experience, at that point, you can send welcomes to others to audit your cloud-facilitated map guide and research is completed for delivering the guide.

All the identified activities and pain points can be incorporated directly into application development environments such as Rally, Atlassian Jira and Version One. Besides this, you can likewise speak about your hypothetical journey process maps at the group gatherings to help in organizing the discourse by improving the