

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



How do digital marketers get customers to do what they want them

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

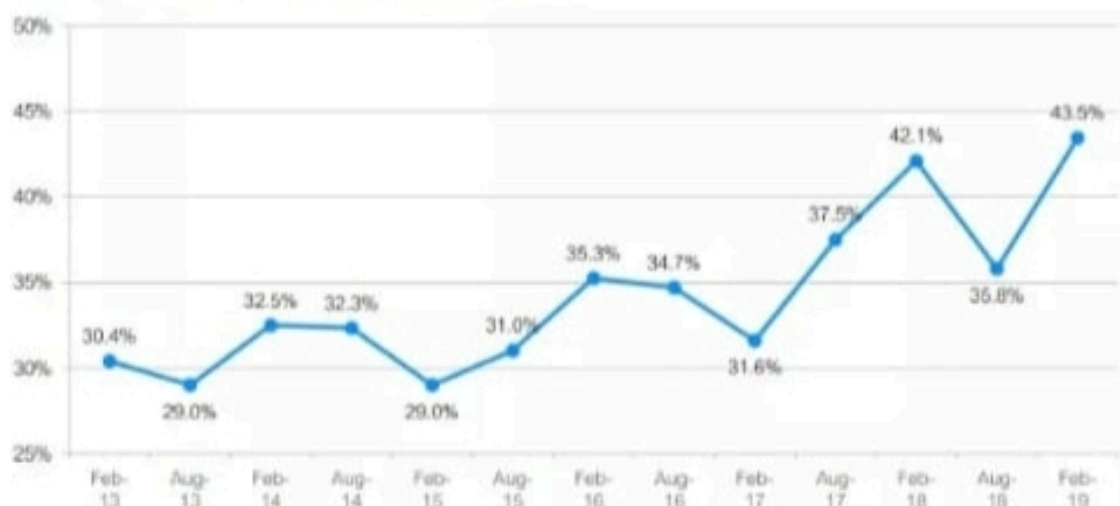
A diagram/flowchart or an illustration of all the touchpoints associated with your customers with your company be it online or offline is defined as a customer journey map. It helps to reveal where exactly your website is helping the customers or refraining them.

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

In present times, the big brands dig deep into their data in order to build personas.

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



How to Develop and Create a Customer Journey Map

- **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.

- **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.

- **Collect, Evaluate and Research
your Data**

A plenty of organizations are building a treasure chest of pre-existing customer research as it is crucial to harvest as many insights as you can from all the past research which you must have planned for your first journey mapping workshop. By doing so, it helps your team understand your potential customers by providing them a deep insight into the state of the current customer experience.

- **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.

- **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.

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

- **Create a Visually Compelling Journey Map**

After getting all the important data for your map, its time to create the best story which has to be in a compelling format. For this, you need to figure out a way to publish this map in the same context as per the targeted customer personas, observations, and research data. The process mapping expects the team members to disperse the vital data for their story as it should get jumped off the page and deliver a clear message.