

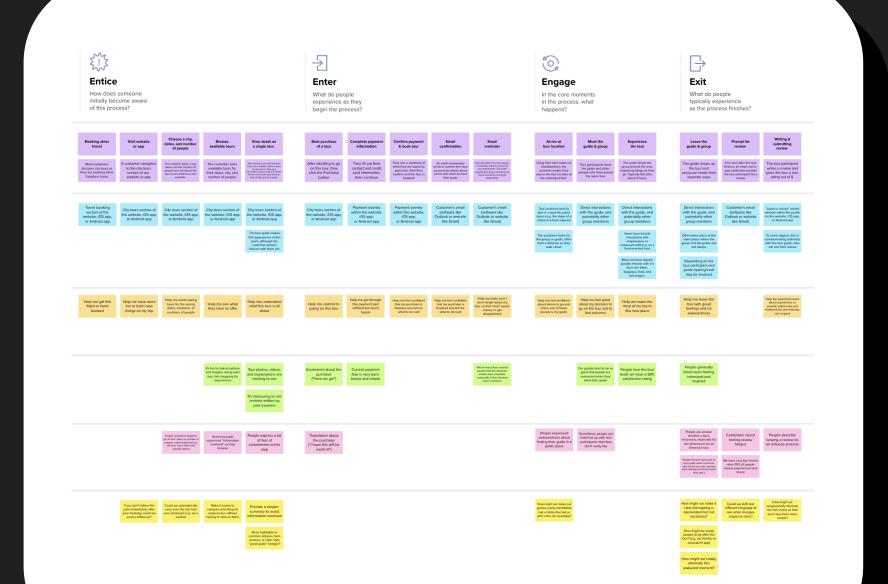
Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Product School

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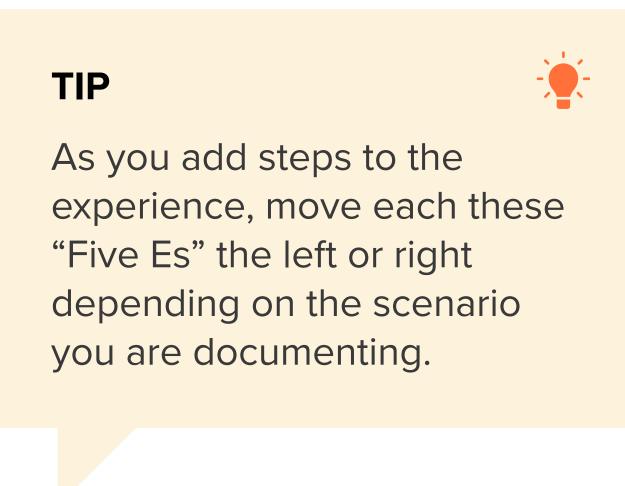
Need some inspiration?

Level Branch Branch



Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.



Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Collecting the data The first step in any data analysis process is to define your objective. In data analytics jargon, this is sometimes called the 'problem' statement'. Defining your objective means coming up with a hypothesis and figuring how to test it Conce you've established your objective, you'll need to create a strategy for collecting and aggregating the appropriate data. A key part of this is determining which data you need. This might be quantitative (numeric) data, e.g. sales figures, or qualitative (descriptive) data, such as customer reviews. All data fit into one of three categories: first-party, second-party, and third-party data. Let's explore each one.	Efficient retail inventory management begins the moment your stock arrives. Your warehouse managers and employees shouln't have to think about what to do once they receive a shipment. Either delegate this process to a small group of people who always handle incoming shipments, or if your business is fairly small, make sure your whole team understands the procedures to follow.		It's easy for errors to creep into your business's inventory counts. There are many opportunities for employees to miscount your products, and errors may be inadvertently be made during receiving or during order fulfillment. Products that are damaged or lost but not removed from your inventory can also lead to errors in your exceeding their expectations and delivering exceptional services.	When you have inventory spread between multiple locations, like warehouses and offices, it's important to know how many of each item are in each location. If you don't have a clear idea of experiental shopping is simply the combination of online and offilme marketing, about delivering an experience that helps you product volume at each location, you could order stoo much or too little. You could also waste valuable time trying to find the products you need to send your customers. If you are a retailer, you have probably heard of experiental shopping is simply the combination of online and offilme marketing, about delivering an experience that helps you within allows retailers to target consumers with personalized experiences they are unable to get on their phones or computers. If you are a retailer, you have probably heard of experiences that time to wake up for the marketing. Experiental shopping is simply the combination of online and offilme marketing, about delivering an experience that helps you obtained and site about delivering an experience that helps you obtained the product you which allows retailers to target consumers with personalized experiences they are an experience that helps you connect with your customers on a deeper level with personalized experiences they are an experience that helps you customers on a deeper level or the products you have product the products you have product the product you can be product you connect the product you can be product you can be product you can be product. It is combination of the product you can be product. It is combination of the product you can be product you ca
	First-party data are data that you, or your company, have directly collected from customers. It might come in the form of transactional tracking data or information from your company's customer relationship meangement (CRM) system. Whatever its source, first-party data is the first-party data of other classes in the company or through a private is usually structured and organized in a clear, defined way. Other sources of first-party data might include customer satisfaction surveys, focus groups, interviews, or direct observation. To enrich your analysis, you might want to secure a secondary data is the first-party data of other party data is might be available directly from the company or through a private directly from the company or through a private data (see the party data is the three year usually structured, and although they will be satisfaction surveys, focus groups, interviews, or direct observation. To enrich your analysis, you might want to secure a secondary data is the first-party data of the company or through a private directly from the company or through a private directl	The better you are at anticipating future demand, the higher your sales will be — making retail inventory management much easier. Instead of worrying about what will sell, you can look at past sales during different times of year and forecast what will sell, and order more of those items and less of others. But sales reports are only one way to forecast customer demand.	The retailers perform the functions of warehousing and storing. They store the goods in bulk and make them available as per the requirement of the consumer. Warehousing and store keeping helps in ensuring uninterrupted availability of the goods to the consumers.	The primary function of a retailer is selling the products to the customers for which various techniques or business practices are being adopted by the retailer to achieve the strategic goals. The prime focus of a retailer is on maximizing customer satisfaction by delivering quality products and services both on cash as well as credit basis. As a result of which, retailer always runs the risk of accumulating bad debts on account of non-payment of the amount from the consumer. Use Inventory Analytics Use Inventory Analytics To make strategic decisions about your business, you need timely, high-quality data. This appliers to all aspects of your business, including inventory management. With a cloud-based ERP system, you can access analytics that help you make the best decisions regarding your inventory.	Integrate with Suppliers Maintaining the right Inventory level at each of your locations can be challenging integrating with your suppliers can make it assists to maintain an appropriate inventory level. This allows you to see and offers, are inventory level. This allows you to your inventory level. This makes your ordering processment of the stop of
Interactions What interactions do they have at each step along the way?	One of the first things anyone looking to start a business should do is create a business plan is crucial because it provides you (and your partners) with a aspects of your company including what you'll sell, how your business will be structured, who your target audience is, and your financial information. Creating a business plan is crucial because it provides you (and your partners) with a comprehensive overview of your business at once making it easy for you to determine what will or will not work and what needs to be modified. Your business plan should be concise, yet informative and detailed. It's also important to remember this is a living document, meaning you can always make changes	"Customer experience is the sum of all the interactions that a customer has with an organization over the life of the relationship with that company or with that brand" "Customer experience is the "Customer experience is every way a customer in with a company, at all so the customer journ the relationship with that company or with that brand"	regularly monitoring, auditing, and managing inventory in your system to maintain an accurate picture of your stock. This is more critical than ever as retailers move	Identify and move "dusty" stock Having full control and an accurate count of Inventory also enables you to Identify available inventory that is just sitting in the warehouse collecting dust (or dead stock)—including such items as spare parts and after-sales stock. Identify ways to move these items and use the inflow of cash as a bridge to keep production running and enable delivery to customers. Grid store layout Customer flow is the number of people and patterns of shoppers coming into or passing through a retail store. You can monitor a store's customer flow in a few ways, including: Observing the number of people who come into the store Analyzing purchase data Reviewing a time-lapse video, if you have an in-store camera	Free-flow store layout The free-flow payout philosophy is almost a rejection of the others. With free-flow, there is understand how to appeal to their customers, retailers use customer transaction date to see that there flow, there is the store attempt to force customers are abopting, and what there are abopting, and what they sor of promotions are though predictable traffic patterns: wandering is necessary and the store and the production of customers. This date an also help them improve decisions sould tribing lies believe the make decisions sould tribing lies believe to make a customers. This date can also help them improve decisions sould tribing lies believe they are producted to the first product the grant and convenient shading sure that the right of customers. This date can also help them improve decisions sould tribing lies believe they are producted the products are being stocked and that the store layout is enjoyable and convenient shading sure that the right products are being stocked and that the store layout is enjoyable and convenient shapping appraisments that like species coming back. **Retailers are always to better understand how to appeal to their understand their customers. This date helps them do understand their customers. This date helps them do not store the product of the product and they produce the result of the product and the product and the right and the product are always to better understand their customers. This date helps them do not store the product of the product and the product and the product are always to better understand their customers. This date helps them do not store them do
 People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	When starting a retail business, you'll have to choose a legal structure. Legal structures are recognized by the Internal Revenue Service (IRS) and determine which income tax forms you have to complete and submit for your business. Here are five common business legal structures for your consideration: When starting a retail business' name should be catchy, easy to say and repeat, unique, and convey meaning. This way you know it'll resonate with your customers and be memorable.	"Customer service is what happens when the experience breaks down. So if we get everything right, if we have done a great job with designing and executing on the experience, then we do not need customer service. Because there's not need sus with the product. The billing is accurate, it is thorough."	Redirect merchandise for online sales With the continued uncertainty of the economy and the mass ingration to online shopping, savey retailers are moving goods from physical stores to online shipment with the continued of the	While this sounds like a no-birator, there are more businesses then you might think that doth or properly effective or consistently build envereese servoud their brand, products, and services. The control of the property effective or consistently build envereeses believing that one growths were that down all loop-that clearly control of the store of the property effective or consistently that is mind, put a communications were that down all loop-that clearly control of the store, past every bit of merchandise, and then to the checkout. Customers are exposed to the building envereeses will excussment know that you see "open" for business. Loop (racetrack, or forced-path store layout takes the grid's fairly predictable traffic flows a step further and creates a deliberate closed loop that leads customers from the front of the store, past every bit of merchandises and the store, past every bit of merchandises this value of merchandises this value of merchandises this value of merchandises this value is controlled. The loop, racetrack, or forced-path store layout takes the grid's fairly predictable traffic flows a step further and creates a deliberate closed loop that leads customers from the front of the store, past every bit of merchandises this can the store, past every bit of merchandises this value and the store, past every bit of merchandises this value and the store, past every bit of merchandises this value and the store, past every bit of merchandises this value and the store, past every bit of merchandises this value and the store, past every bit of merchandises this value and the store, past every bit of merchandises this value and the store, past every bit of merchandises this value and the store, past every bit of merchandises and the store past every bit of merchandises and	Herringbone store layout If you think the grid may be best for your merchandise but you have a very long, narrow retail space, the herringbone layout In some to consider. In the processing the processi
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Having sufficient supply Froduction of goods.	Reduce losses due to theft and wastage.Clear off the slow-moving goods. Minimizing	Be prepared for fluctuations in supply and demand.	It dividing the average inventory level (or current inventory level) by the annual inventory usage (or the annual cost of goods sold). Inventory management is to understand stock levels and stock's location in warehouses.	SMART goals stands for Specific, Measurable, Achievable, Relevant, and Time-Bound. The goal is to increase your gross profit margin to ensure you're keeping more money on each sale you make. The operational goal is to have an adequate supply of inventory
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	1.Insights into customer behavior. 2. Create Stellar Customer Experiences 1.Enhancing retention. 2. Optimizes the price	1. Provides 1. Administering the basics. 2. Optimizing in- store management. 1. Provides communi custor 2. Predicts of managing	1. Cost Efficiencies cation to ners · emand and inventory 1. Cost Efficiencies 2. More Agile & Responsive to Consumer Trends	1. More Agile & Responsive to Business Trends. 2. Detect New Opportunities & Act Quickly 1. More Agile & Responsive to Consumer Trends. 2. More Agile & Responsive to Business Trends	1.Consistently Observing Regulations. 2.Adjusting Cost Margins 1.Adjusts Prices in a Fruitful Manner. 2.Optimizes Usage of Big Data. 1.Retains Customer Loyalty and Attracting More. 2.Augments Operational Competence
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	1.Inconsistent Tracking. 2.Warehouse Efficiency 1.Inaccurate Data. 2.Changing Demand.	1.Limited Visibility. 2.Manual Documentation 1.Problem 9 2.Supply 0 Complex	1.Managing Warehouse Space. 2.Insufficient Order Management.	1.Increasing Competition. 2.Evolving Packaging. 1.Expanding Product Portfolios. 2.Overstocking	1.Inventory Loss. 2.Poor Production Planning. 1.Lack of Expertise. 2.Poor Communication. 1.Inefficient Processes. 2.Inadequate Software.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Finding technology solutions Business owners have endless options for technology plotforms that can streamline and help scale up their businesses. Must retailed its businesses what retailed so that set in the processes but offer make misgulated whose that such as the processes but offer make misgulated whose the subserver of the processes but offer make misgulated whose the subserver of the processes but offer make misgulated whose the subserver of the processes but offer make misgulated whose the subserver of the processes but offer make misgulated whose the subserver of the processes but offer make misgulated whose the subserver of the processes but offer make misgulated whose the subserver of the processes but offer make misgulated whose the subserver of the processes but offer make misgulated whose the subserver of the processes but offer make misgulated whose the subserver of the processes but offer make misgulated whose the subserver of the processes but offer make misgulated whose the subserver of the processes but offer make misgulated whose the subserver of the processes but offer make misgulated whose the subserver of the processes but offer make misgulated whose the subserver of the processes but offer make misgulated whose the subserver of the processes but offer make misgulated whose the subserver of the processes but offer make misgulated whose the subserver of the processes but offer make misgulated whose the processes but offer make misgulated whose the subserver to the subserver of the processes but offer make misgulated whose the subserver to	Customers Expect a Seamless Expert and Seamless Expert a Seamless	Need an Experience Which Stands Out Customer experience is the biggest contributor towards brand loyalty, with a negative experience being the most systems should Need an Experience Which Stands Out Customer experience is the biggest contributor towards brand loyalty, with a negative experience being the most significant factor in affecting a	A Siloed Marketing Infrastructure Makes It Expensive and Unwieldy to get Your Message Across. Modern marketing makes it necessary for businesses to engage with their customers across many different channels. From SMS, to email and social media, multi-channel communications are essential to engagement which, in turn, drives the creation of the perfect ustomer experience The customer is the most important person in your business The main retail principle to master is: the customer is king. They should be at the centre of your business, and everything you do must revolve around customer needs. Knowing your customers, and focusing on them in everything you do, will help you grow your business	Retail is detail So, you need to address and improve your understanding of your customer. Yet, there are many path as take its office growth, and the provided provided and p

