

CUSTOMER JOURNEY

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Here's the customer journey definition:

The customer journey is **the complete sum of experiences that customers go through when interacting with your company and brand.**

Instead of looking at just a part of a transaction or experience, the customer journey documents the full experience of being a customer.

1. The Buying Process
2. User Actions
3. Emotions
4. Pain Points
5. Solutions

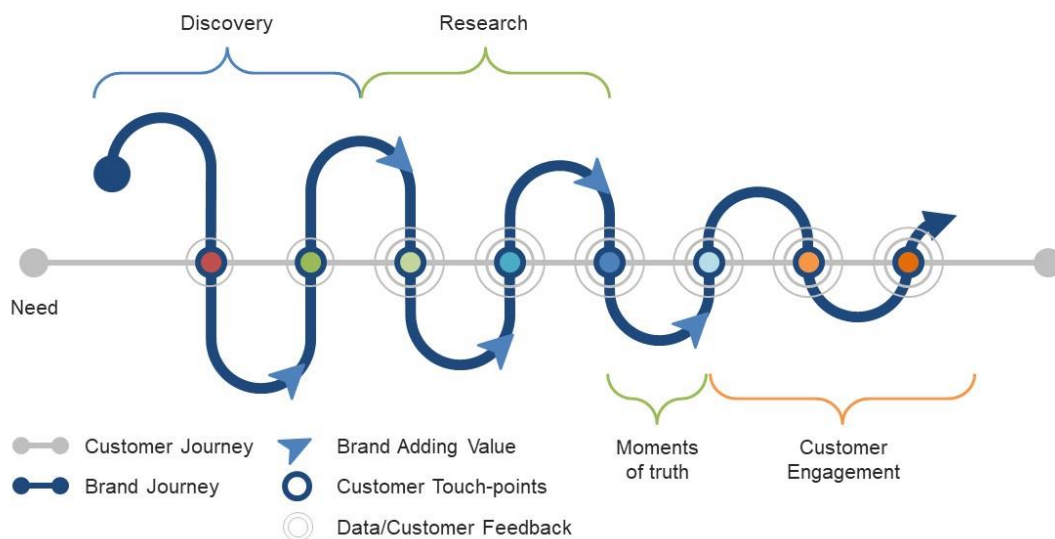
Four Elements of the Customer Journey?

- Audience engagement.
- Leads converting into customers.
- Nurture the customers.
- Fulfill the customer expectations.

Key Elements of Good Customer Service

- Put customer needs first.
- Clarify the customer's goals and roadblocks.
- Prioritize quality over quantity.
- Engage customers with genuine interest and enthusiasm.
- Create accessible, omnichannel support options.
- Troubleshoot collaboratively
- Ask for feedback and learn from customers.

Customer Journey Diagram



A neat yet complex PowerPoint mapping timeline design for user's experience. It is an infographic presentation template to display brand purchase process of buyers in a story

board format. Although, there are numerous available models to present customer journey. However, this unique PowerPoint contains a roadmap timeline with directions and touch points as milestones. The goal of journey diagram is to demonstrate the interdependencies of customer vs brand journey on the map. The graphics and written description maps every expect of buyer's experience as a story which focus on their needs. Therefore, visual presentation helps grab attention of audience with an incredible timeline

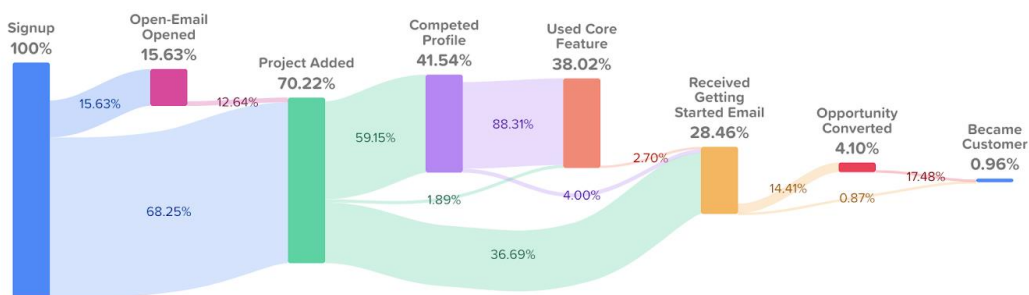
A Customer Journey Map Important?

Having a customer journey map is essential to visualize customer progression through the touchpoints that make up your customer experience. Doing this will help you understand how every single touchpoint affects the customer experience to drive growth, retention, and customer success.

Creating this map forces you to look at your business from the customers' perspective instead of your own view. And to do that, you have to understand your target audience.

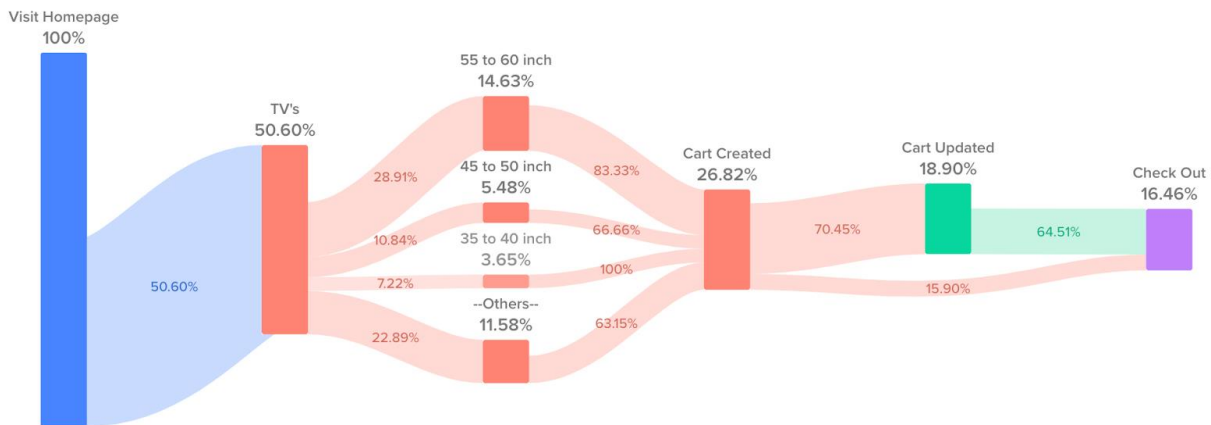
So how can you create a customer journey map?

1. **Get started with Woopra.**
2. Woopra will identify visitors and users on your website.
3. Tailor Woopra to track any combination of custom actions such as payments, logins, product engagement, etc.
4. Integrate Woopra with the tools you already use to unify touchpoints across the organization.
5. Now you can see the world as your customers do with the Journey Report.

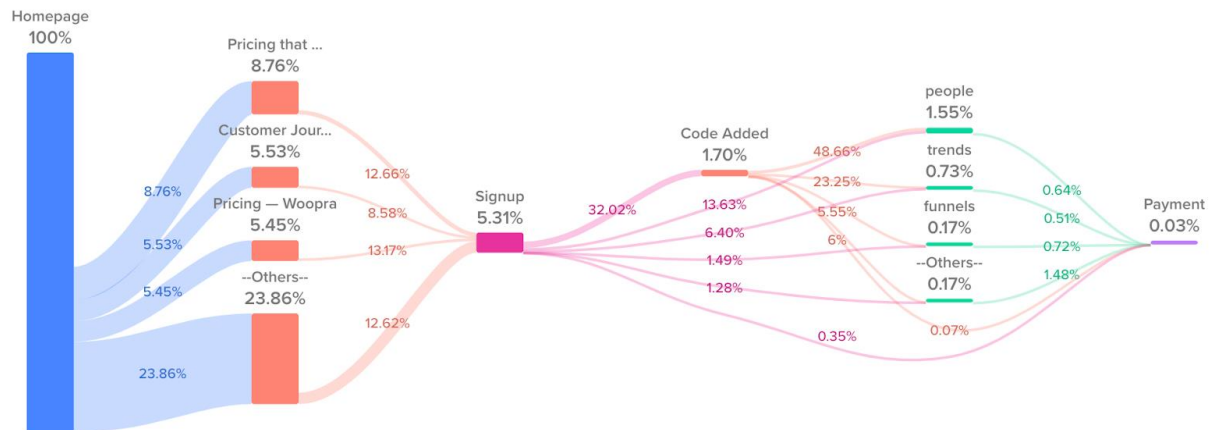


Customer Journey Map Examples

Customer experience is now the organization's responsibility, and Woopra helps you simplify data unification across the enterprise to make data-driven decisions. You need to take [the journey to customer intelligence](#): where the marketing, sales, product, engineering, customer success, and other teams can access and share real-time, cognitive insights to deliver superior value for customers every step of the way.



SaaS Customer Journey Map Example



With SaaS data like this, you can pinpoint areas of improvement by seeing where users drop off. In this journey map, we can see that less than a third of users add code to their site after signing up. And now, we know that this step is a bottleneck in the conversion process and needs improvement.

B2B Customer Journey Map Examples

In the [B2B customer journey](#), the sales cycle can vary significantly based on price point and the buy-in from stakeholders needed to make a business purchase

	A	B	C	D	E	F	G	H	I	J
1	Objective: To convert more new customers and boost sales.									
2	Target Persona: Emma. Project manager working with a distributed team. Wants to improve communication and productivity. Final decision maker.									
3										
4										
5			Awareness		Research		Consideration		Purchase	
6	What does the customer need?		What solutions are on the market?		What is the best solution for my problem?		Who can offer the best solution to my problem?		How do I buy?	
7	What questions are they asking?									
8										
9										
10	Goals:		Get the customer to notice the brand.		Provide information to answer questions. Stand out from competitors through offering better content.		Prove to be the best option.		Create a smooth purchasing process.	
11										
12	Touchpoints:		Direct mail, social media, influencer marketing, PR, sponsorships, SEO, PPC ads, billboards, TV ads		Website, blog posts, customer reviews, podcasts, peer referrals, expert reviews		Case studies, webinars, presentations, testimonials		Customer support	
13										
14	Emotions:		Confused, frustrated, interested		Hopeful, inquisitive		Trust, excitement		Motivation	

We made our map flexible enough to be updated as customer needs change and new information becomes available, so we continually validate our assumptions against customers' real-world experiences.