**Introduction:**

A customer journey is a story about understanding your users, how they

behave while they visit your website, and what you can do to improve their trip, so

they keep coming back.

Creating a customer journey template may seem like a crazy idea. How can you

possibly know what a customer will do once they set foot in your store or enter

your website?

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.

Excellent products, a praiseworthy website, and an on-call customer service team

may seem like the perfect mix to capture prospective clients. However, when

customers feel something is off in your communication, they’re more likely to seek

competitors.

By improving the customer experience at each touchpoint in the journey, you focus

your business on your customers, putting them at the heart of all. This builds a

loyal fan base and keeps customers coming back time and again. This builds brand

loyalty as a positive outcome, leading to having satisfied customers and an

influence over their lives, choosing your brand above others.

The brands that gain the most loyalty are the ones that influence their clients’

lives. is the outcome of so many variables —some of which we can control, and

others we cannot—, and understanding how those variables play out in our markets

is a crucial first step to understanding what causes brand loyalty.

**Customer Journey stages**

These three steps generally make up most journeys**: Awareness, Consideration,**

**and Conversion**. These stages are most suitable for offline purchases.

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.

**What consumers are doing:** During this step, consumers are likely conducting

research. This can include searching online for solutions to keyword problems,

reading blog posts and news articles, browsing online forums, and first meeting

brands.

**What brands can do:** You might think consumers are doing all the heavy lifting at

this stage because they’re asking questions and browsing content.

However, you don’t want to approach brand awareness passively. You have to be

there already, where the consumer is looking at alternatives. By “being there,” we

mean taking the form of an educational blog post or video, providing the solution

or information they want. Bringing valuable resources to the consumer is vital in

this initial phase.

1. **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.

At this point, consumers are directly interacting with your brand, and you want

them to stick around for the next step in the customer journey.

**What consumers do:** Research specific brands and products, compare competitors

and evaluate your priorities. This could include looking closely at your product and

service specifications and features, examining customer support policies, and

turning to direct comparison reviews.

The consideration phase varies because consumer-centric channels can come in

many forms.

What brands can do: Value the importance of the user experience (UX).

Continuously optimize the UX across all your touchpoints, including e-commerce

transaction and description pages.

**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.

It is your moment to make or break during the Customer Journey. Once potential

customers are satisfied with researching and comparing their options, they will

eventually decide.

Sometimes they find that none of the brands they’ve been considering offer what

they’re looking for. If they make a favorable decision, they want to make the

process easier by choosing their trusted products.

**What consumers are doing:** They are considering factors like price vs. value,

customer service responsiveness, company values, and policies. When they’re in

the decision phase, it’s not just about product specifications or the shopping

experience.

**What brands can do:** To anticipate this step, you must go further. This could

include marketing strategies where you offer incentives to potential customers who

have already visited your website or engaged with your business.

**Benefits of understanding the Customer Journey**

1. A better understanding of customer emotions
2. Analyze the stumbling blocks in products/services
3. Improve employee and customer satisfaction
4. Create a united team

**How to use Customer Journey to improve your customer experience?**

Customers expect every exchange with a brand to be seamless from the start.

Understanding the interactions at each touchpoint helps you satisfy customer needs

and improves your business’s efficiency.

Collect customer satisfaction feedback for more accurate results.

Include your customer satisfaction scores as you map out your customer journey

template. This additional information helps validate gaps or assumptions you make

from mapping.

For example, your customer rates a CSAT score of 3 at their point of purchase and

gives a score of 8 post-purchase. You immediately know that your point of sale

requires attention.

Look at multiple customer satisfaction scores to find the most crucial pain points.

If there is a touchpoint that ranks poorly for most customers, start your

improvements there.

Start following your customer’s journey. QuestionPro offers some of the most

advanced customer experience tools available. Gain valuable insights into your

customers’ thoughts and emotions using question pro cx today.

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