

## CUSTOMER JOURNEY MAP

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Team ID	PNT2022TMID43271
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Maximum Marks	2 Marks

Customer journey mapping helps the company/brand to describe in detail the customer experience process by evaluating all of the customer touch points with the company/brand.

To build a successful customer journey map, one should walk the way of interaction with the company/brand in the customer's shoes. This is a great way to feel the customer experience from another angle and potentially find insights aimed to improve it. A consistent customer journey will help to enhance a consumer's overall experience from start to finish.

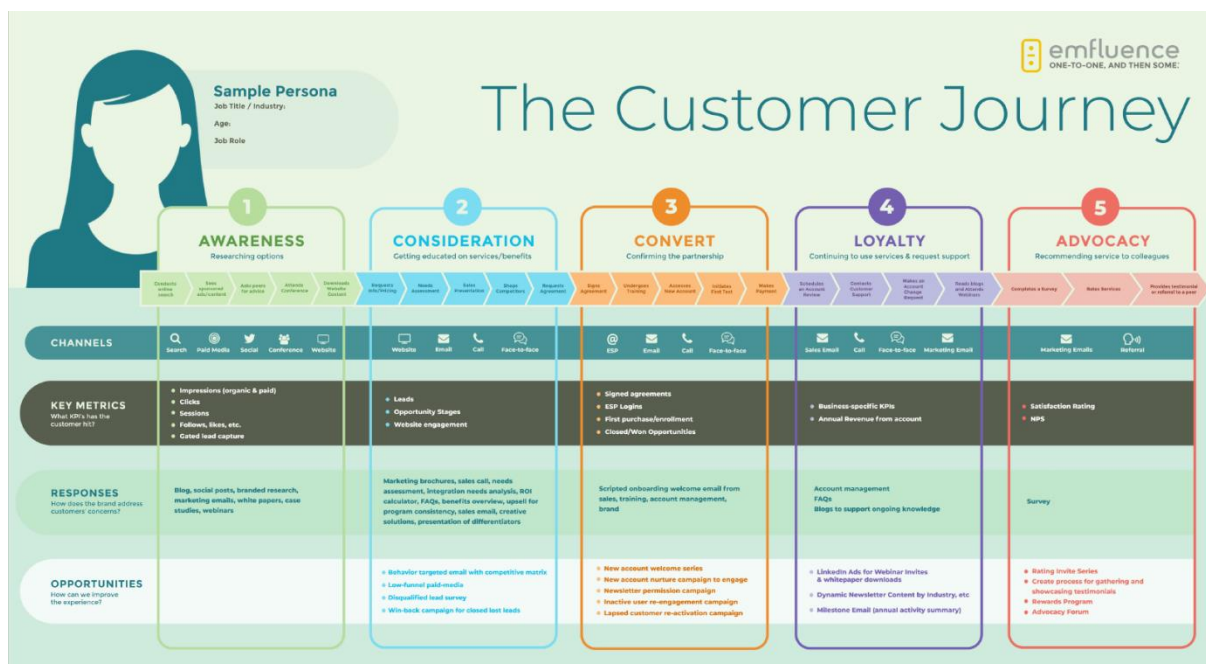


Before you start the process of mapping the journey of your customer, you need to think of all the touch points of your customer with your brand and audit all the channels:

- Brand awareness (PR, advertisement, online presence)
- Consideration (email campaigns/direct mail, search engine data, landing pages, 3<sup>rd</sup> parties support, social media presence)

- Purchase (mortar-and-brick stores/branches, agent/brokers, website, mobile application)
- Service support/maintenance (c, web chat, social media monitoring/reviews, brick-and-mortar service)
- Loyalty (mailing, loyalty programs, Voice of Customer Satisfaction surveys).

Auditing each step is all about evaluating the strengths and weaknesses of each touch point of the customer's interaction. The main of success are to put the customer in the of all interactions and remember that if the customers are having issues with achieving their goals using your product/service, they are probably about to become somebody else's customer.



You have lost or damaged your credit card and want to replace it. You can do it by phone or online. As a customer, you would expect the procedure to be fast, painless, safe, and without a hitch, whether you do it by phone or online. If your bank has accurately mapped their customer journey map, your expectations as a customer will be met. In other cases, you will file a complaint, spread bad word-of-mouth or even consider changing the bank.

The goal of customer journey mapping to make customer's way smooth, pleasant, efficient, and intuitive. Homogeneous customer journey help to improve overall customer experience. So, in two words, customer journey mapping helps to create a holistic view of the company's customer experiences and take action on improving it by changing business processes in case of gaps.

