

Customer Journey Mapping

Mapping the complete journey of Haksoss Café's super-elite clientele—from awareness to advocacy—highlighting touchpoints, channels, and key metrics.

Awareness

- Touchpoints: Instagram, TikTok, LinkedIn, Lifestyle blogs
- Content: Hero visuals, influencer endorsements, premium offers
- Metrics: 80,800 unique users reached, 11.3% engagement rate
- Goal: Introduce Haksoss Café as Alexandria's luxury morning destination



Consideration

- Touchpoints: Social media ads, Email campaigns, Landing pages
- Content: VIP offers, curated menu highlights, testimonials
- Metrics: CTR 3.8%, Email open rate 35%
- Goal: Engage prospects and nurture interest in loyalty program



Conversion

- Touchpoints: Loyalty program sign-up, In-store interactions, Checkout process
- Content: Exclusive offers, first-time VIP benefits, premium coffee experience
- Metrics: 1,070 loyalty sign-ups, 6.2% conversion rate, ROAS 4.11:1
- Goal: Turn engaged prospects into loyal customers



Retention

- Touchpoints: Personalized Email, SMS, VIP events, Seasonal menus
- Content: Exclusive seasonal offers, personalized recommendations, loyalty rewards
- Metrics: 15% retention rate, 18% re-engagement of dormant members
- Goal: Maintain long-term loyalty and repeat visits



Advocacy

- Touchpoints: Social sharing, Referral programs, VIP testimonials
- Content: Referral incentives, user-generated content campaigns, testimonials
- Metrics: Positive reviews, referrals from VIPs, social engagement growth
- Goal: Transform loyal customers into brand advocates