REQUIREMENTS CUSTOMER JOURNEY MAP

The CRM must be able to store and manage candidate data, including their name, contact information, and internal marks. The CRM must be able to track the candidate's progress throughout the recruitment process, including their application status, interview results, and offer status.

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Action	(multiple notes)	Improved candidate tracking / Better insights into candidate performance / More efficient recruitment process / Improved customer journey	Talent acquisition managers / Sourcing managers / Hiring managers
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	(notes)	(notes)	Provide excellent customer support / Powerful reporting / Customer journey mapping / Powerful reporting	Hiring managers / Talent acquisition managers / Other members of the recruitment team.
Touchpoint What part of the service do they interact with?	Touchpoint	Website / Email / Phone	Provide clear and concise documentation / Offer training and support / Set realistic expectations / Make the CRM application easy to use.	Onboarding / Sharing / Hiring managers
Backstage				
Opportunities What could we improve or introduce?	Improve the quality of hires	Reduce the time to fill open positions	Improve the candidate experience	Improve collaboration and communication between team members
Process ownership Who is in the lead on this?	Identify the needs of the users.	Research different CRM systems and compare their features and benefits.	Select a CRM vendor and purchase this software.	Train users on how to use the CRM system.

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CUSTOMER JOURNEY MAPS