

Customer Journey Map

1. Introduction

A Customer Journey Map is a visual representation of the process a customer goes through when interacting with a company, from initial awareness to post-purchase experience. It helps businesses understand customer needs, pain points, and opportunities for improvement.

2. Key Stages of Customer Journey

- 1. Awareness – Customer becomes aware of a product or service.
- 2. Consideration – Customer compares options and evaluates alternatives.
- 3. Decision – Customer decides to purchase the product/service.
- 4. Purchase – Transaction is completed.
- 5. Retention – Customer uses the product and engages with support/services.
- 6. Advocacy – Satisfied customer recommends the brand to others.

3. Customer Journey Map Table

Stage	Customer Actions	Touchpoints	Emotions	Opportunities
Awareness	Search online, view ads	Social media, Website, Ads	Curious	Improve brand visibility
Consideration	Compare products	Website, Reviews	Interested	Provide clear information
Decision	Select product	Website, Sales team	Confident	Offer discounts
Purchase	Make payment	Checkout page	Satisfied	Smooth checkout process
Retention	Use product	Support, Email	Engaged	Customer support
Advocacy	Share reviews	Social media	Happy	Referral programs

4. Conclusion

Customer Journey Mapping helps organizations improve customer experience by identifying gaps and enhancing interactions at every stage. It supports better decision-making and increases customer satisfaction and loyalty.