

CUSTOMER JOURNEY MAP

ABC COMPANY - HOUSING MARKET ANALYSIS

ENTER: Placeee late analysts, marketing teams, and executives accessing, analyling, and utilzing Tableau visualizationoneos for housing maarket insights to moming strategic:

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Customer journey map

Stage	Awareness	Consideration	Decision	Service	Loyalty
CUSTOMER ACTIONS	View online ad, see social media campaign, hear about from friends	Conduct research, research competitors, compare features and pricing	Make a purchase	Receive product/service, contact customer service, read product/service documentation	Make another purchase, share experience
TOUCHPOINTS	Traditional media, social media, word of mouth	Word of mouth, website, social media	Website, mobile app, phone	Phone, chatbot, email	Word of mouth, social media, review sites
CUSTOMER EXPERIENCE	Interested, hesitant	Curious, excited	Excited	Frustrated	Satisfied, excited

The diagram illustrates the customer journey map across five stages: Awareness, Consideration, Decision, Service, and Loyalty. Each stage is defined by customer actions, touchpoints, and associated customer experience levels. A dotted arrow indicates the flow of the journey from Awareness through Loyalty.

- Awareness:** Customer actions include viewing online ads, seeing social media campaigns, and hearing about products from friends. Touchpoints are traditional media, social media, and word of mouth. Experience is described as "Interested, hesitant".
- Consideration:** Customer actions involve conducting research, researching competitors, and comparing features and pricing. Touchpoints are word of mouth, websites, and social media. Experience is "Curious, excited".
- Decision:** Customer action is making a purchase. Touchpoints are websites, mobile apps, and phones. Experience is "Excited".
- Service:** Customer actions include receiving the product/service, contacting customer service, and reading documentation. Touchpoints are phones, chatbots, and emails. Experience is "Frustrated".
- Loyalty:** Customer actions are making another purchase and sharing experiences. Touchpoints are word of mouth, social media, and review sites. Experience is "Satisfied, excited".