





CUSTOMER JOURNEY MAP

ABC COMPANY - HOUSING MARKET ANALYSIS

ENTER: Place late analysts, marketing teams, and executives accessing, analyzing, and utilizing Tableau visualizations for housing market insights to inform strategic:

Enter Initial general system	Enter Discover and Insights	Engage Compared activities	Engage Perceived Coersion	Exit Insights Subsection	Extend Improvementation	Extend Monitor hq leation	Extension Communiturings
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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 