



Customer Journey Map Example

Optimizing User, Group, and Role Management with Access Control and Workflows

Journey Stages	① Awareness	② Consideration	③ Decision	④ Implementation	⑤ Ongoing Engagement
Journey Stages					
Customer Goals	<ul style="list-style-type: none">Recognize inefficiencies in user management	<ul style="list-style-type: none">Research available solutions	<ul style="list-style-type: none">Select and approve the optimal access management platform	<ul style="list-style-type: none">Successfully deploy and configure the system	<ul style="list-style-type: none">Maintain security and streamline access management
Customer Actions	<ul style="list-style-type: none">Identify access management challenges	<ul style="list-style-type: none">Explore features and benefits of different solutions	<ul style="list-style-type: none">Evaluate demos and trials, compare pricing, review case studies	<ul style="list-style-type: none">Collaborate on deployment configuration and conduct user	<ul style="list-style-type: none">Monitor system usage, adjust policies, and review access logs
Touchpoints & Channels	<ul style="list-style-type: none">Read industry blogs, articles, whitepapers	<ul style="list-style-type: none">Attend webinars, consult solution websites	<ul style="list-style-type: none">Engage in consultations, demos, trials	<ul style="list-style-type: none">Engage during onboarding sessions, IT support	<ul style="list-style-type: none">Motifications and monthly reports
Customer Goals	<ul style="list-style-type: none">identify access management challenges		<ul style="list-style-type: none">Evaluate demos and trials	<ul style="list-style-type: none">Decision uncertainty, integration concerns	
Touchpoints & Channels	<ul style="list-style-type: none">Read industry blogs, articles, and whitepapers		<ul style="list-style-type: none">Attend webinars and consult solution websites	<ul style="list-style-type: none">Engage in consultations, demos, and trialsIT support	
Pain Points					Opportunities
<ul style="list-style-type: none">Inefficiencies, errors, and security risks with manual access control	<ul style="list-style-type: none">Inefficiencies, errors, and security risks with manual access	<ul style="list-style-type: none">Overwhelmed by options and unclear ROI of solutions	<ul style="list-style-type: none">Decision uncertainty, integration concerns, Deployment challenges	<ul style="list-style-type: none">Managing day-to-day ensure smooth onboarding	<ul style="list-style-type: none">Offer regular system health checks and optimization advice
<ul style="list-style-type: none">Opportunities	<ul style="list-style-type: none">Highlight security risks and process inefficiencies	<ul style="list-style-type: none">Demonstrate seamless integration & ROI benefits offer tailored demos	<ul style="list-style-type: none">Provide case study evidence & clear integration plans	<ul style="list-style-type: none">Offer hands-on support and user training	<ul style="list-style-type: none">Provide detailed compliance reports for audits