

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