

Free Journey Mapping

Updated: January 2022
Template

FOR LOVE & PROFITS
CREATE CUSTOMER LOYALTY
DRIVE BUSINESS RESULTS

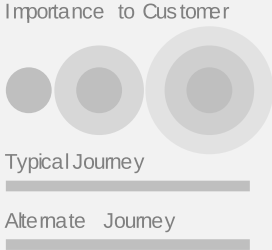
© 2021 ALL RIGHTS RESERVED

BODINE
& CO.



PERSONA Oci Hiram (29 thn)
Calon pembeli rumah

Seorang karyawan swasta



NEEDS & EXPECTATIONS

PHASE 1 (Describe in customers' language)

- Lokasi rumah yang strategis
- Mrndapatkan developer yang mengerti keinginan customer



VOICE OF CUSTOMER

- "Customer quotes"
- C-SAT, NPS
- Social Media Sentiment
- Metrics / KPIs

PHASE 2

- Customer needs
- Customer expectations

Mensurvei lokasi perumahan

Harga beli Yang sangat mahal

- "Customer quotes"
- C-SAT, NPS
- Social Media Sentiment
- Metrics / KPIs

PHASE 3

- Customer needs
- Customer expectations

Berhasil melakukan pembelian lewat bank

Mencoba kredit Melalui bang

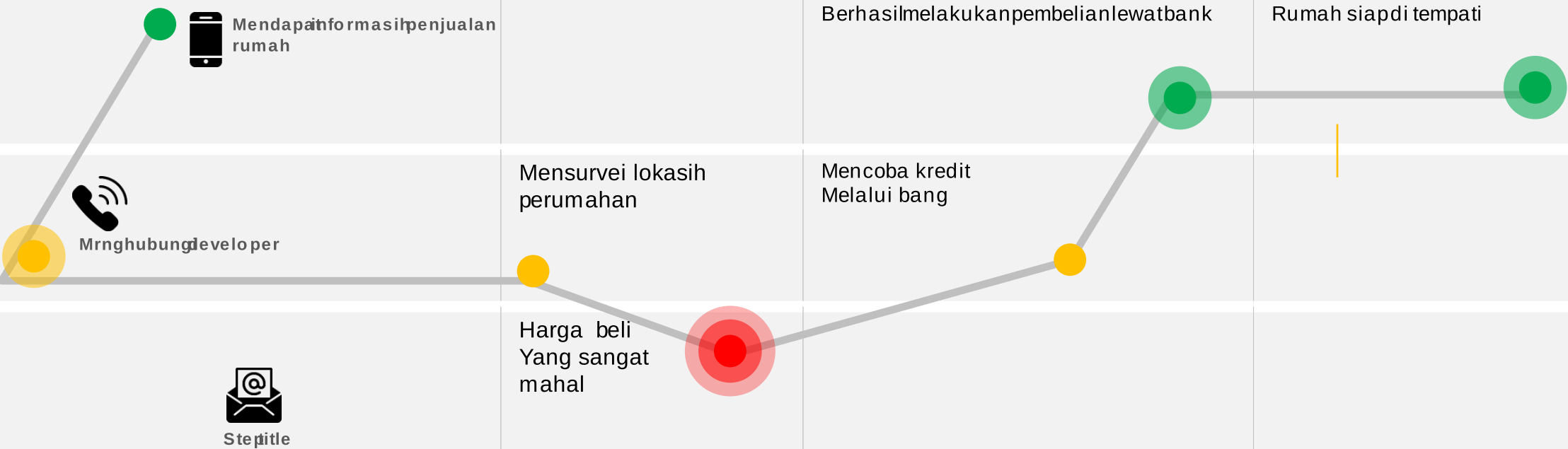
- "Customer quotes"
- C-SAT, NPS
- Social Media Sentiment
- Metrics / KPIs

PHASE 4

- Customer needs
- Customer expectations

Rumah siap di tempati

- "Customer quotes"
- C-SAT, NPS
- Social Media Sentiment
- Metrics / KPIs

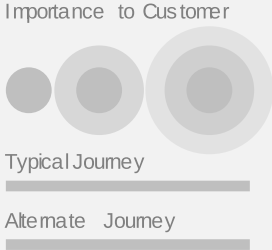




PERSONA Sary Permata

Developer perumahan

Seorang karyawan swasta



NEEDS & EXPECTATIONS

PHASE 1 (Describe in customers' language)

- Promosi rumah
- Mendapatkan calon pembeli rumah

Menjual rumah melalui media sosial



Adayang tertarik untuk membeli rumah

PHASE 2

- Customer needs
- Customer expectations

Calon user mensurveil lokasi

PHASE 3

- Customer needs
- Customer expectations

Mendapatkan solusi yang tepat

Mecari solusi demi kenyamanan bersama

PHASE 4

- Customer needs
- Customer expectations

Rumah terjual sesuai harapan

User menawarkan harga di bawah standar

If desired, use callouts to connect text boxes to dots



VOICE OF CUSTOMER

- "Customer quotes"
- C-SAT, NPS
- Social Media Sentiment
- Metrics / KPIs

- "Customer quotes"
- C-SAT, NPS
- Social Media Sentiment
- Metrics / KPIs

- "Customer quotes"
- C-SAT, NPS
- Social Media Sentiment
- Metrics / KPIs

- "Customer quotes"
- C-SAT, NPS
- Social Media Sentiment
- Metrics / KPIs

YOUR LOGO

Thank you

kerry@kerrybodine.com
@kerrybodine
kerrybodine.com/contact

FOR LOVE & PROFITS
CREATE CUSTOMER LOYALTY
DRIVE BUSINESS RESULTS

© 2021 ALL RIGHTS RESERVED

BODINE
& CO.