**Week 5 Lecture**

**Customer Journey Map**

* Tells story of customer’s experience from initial contact through engagement into long-term relationship
* CJM tells the story from the customer’s view (outside in)
* VS. Experience Map – how product fits in the life of a customer (inside out)
* Ex. London Underground Map 🡪 focus on key, meaningful information
* Ex. Napolean’s March Map 🡪 able to visualize numeric impact
* Story = protagonist + place + challenge + time
* Organizations have different channels; this is where things break down
* Customers expec same experience across channels
* Touchpoints – interaction between customer and organization
* Channel – medium of interaction (phone, website, email, in person, etc.)

1. Setting an Objective
   * Business goal under consideration
   * Ex. How can TD establish value relationship with Gen Z
2. Customer Profile
   * Jobs, pains, gains
3. Customer Journey Map
   * Look at instruction sheet on Learn for all steps
   * Use action verbs for steps