Creating Customer Journey Maps

What is Customer Journey Mapping?

Let's start with outlining what is a customer journey. A customer journey is how the consumer, who starts off a non-customer of a brand, progresses and interacts with the brand, retailers, information, and even competitors, to finally become a customer.

In summary, a customer will progress from a state of non-awareness of the brand, to hopefully becoming a loyal customer, and perhaps even an advocate of the brand.

Customer journey mapping is a visual technique designed to show the customer journey; that is, the key steps taken, and sources of information accessed by the consumer. A customer journey map should include all brand touchpoints (exposures and interactions) whether or not they are communicated by the brand.

Why use Customer Journey Maps?

Customer journey mapping is an effective visual method for understanding:

- the key steps in buying decision process
- differences in behavior across market segments = by using different brand personas
- the most important promotion, process, and people marketing mix elements = brand touchpoints
- how to increase customer satisfaction loyalty and retention
- how to increase new customer acquisition
- improving and streamlining the consumer's purchase experience

Download the Journey Map Excel Template

This exercise you will using automated customer journey map maker, which is an Excel template. Your instructor will provide a copy of the template to you, or can find it at:
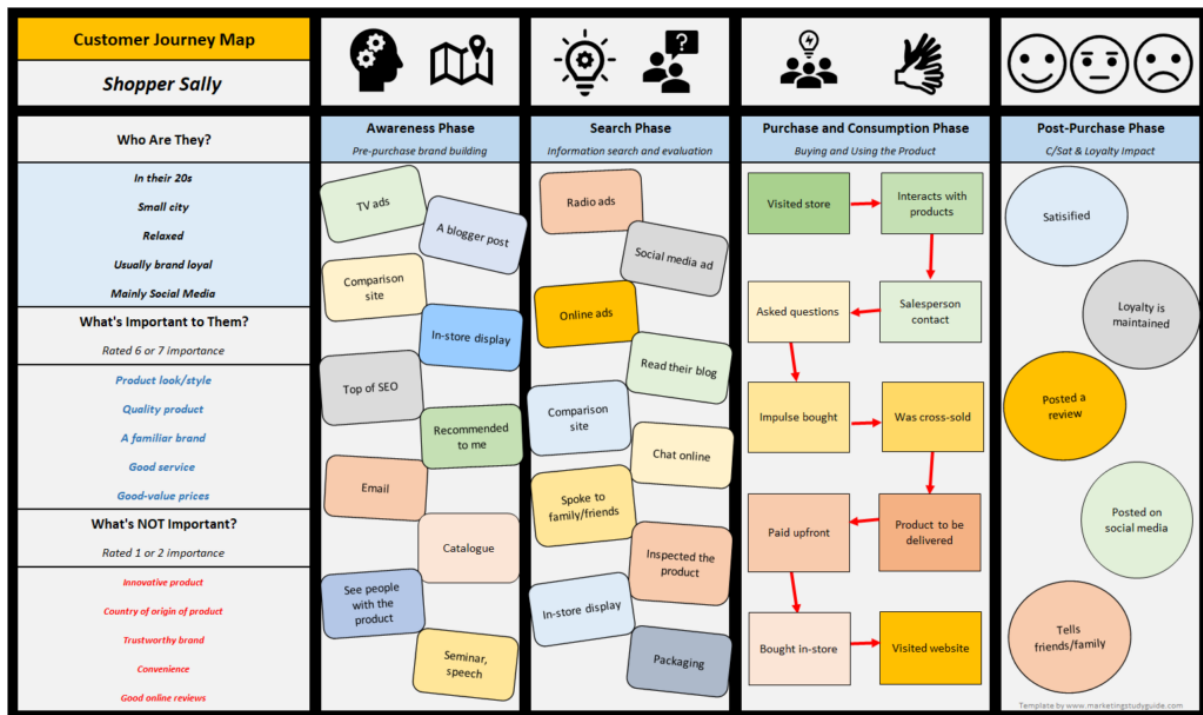
marketingstudyguide.com/free-customer-journey-map-template/

What the Map Looks Like

When you download the customer journey mapping Excel template, you will start with a blank map, as shown here:
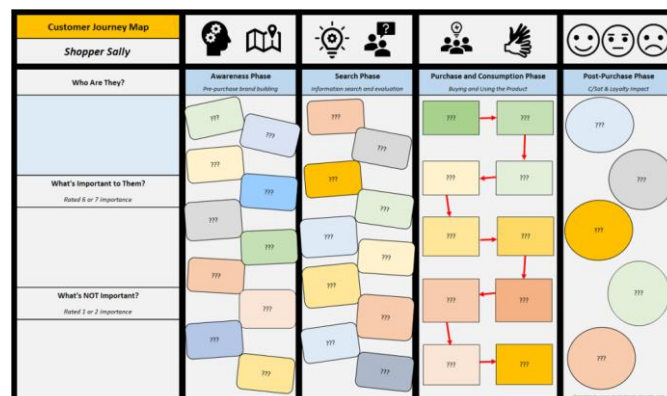
And this is an example of a customer journey map that has been populated using the template…

How the Template Works

The journey mapping maker is designed to be as simple as possible. It works with a series of drop-down menus, and you will work through various worksheets across the various phases of the consumer decision process. Here is the worksheets menu at the bottom of the template that you should follow in sequence:
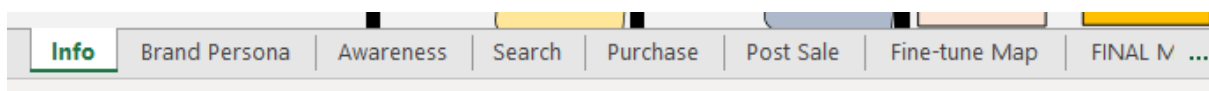
Here is an example of one of the input screens. As you can see, there are instructions and steps along the way…