Tools for SMALL Businesses

Level 2 Question: Are our processes designed in order to deliver the best possible customer experience?

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| **Title** | Customer Journey Mapping |
| **Why** | Even the best product or service cannot succeed if the customer can’t find it, or find the process of obtaining it too cumbersome. In the efforts to create the best possible product, many companies neglect to map out the customers journey through the companies systems and processes. |
| **What** | A customer Journey Map, maps out map out the customers journey through the companies systems and processes, via the various contact points the customer have with the company. |
| **How** | The Customer journey, can generically be divided into the following overall steps:   1. Awareness, The is customer wants to buy a product 2. Research, The customer search the internet and other sources 3. Choice, The customer chooses YOUR product 4. Purchase, The actual purchase process needs to be smooth 5. Delivery: The product or Service quality needs to live up to the customers expectations 6. Advocacy, A satisfied customer is a potential advocate for your business.   Each step needs to be understood and even mapped out into substeps.  Then for each of these sub-steps you will need to understand.   1. What is the customers goal or activity? 2. What are the actual touch points with your business? 3. How does the customer experience these touchpoints 4. How would the customer rate the experience of each of the touchpoints 5. What improvements can be made to each customer touch point. |
| **Template** | See next page |

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|  | **Awarenes Phase** | **Researh Phase** | **Choice phase** | **Purchase Phase** | **Advocacy Phase** |
|  | **Step 1** | **Step 2** | **Step 3** | **Step 4** | **Step 5** |
| Customer Goal/Activity |  |  |  |  |  |
| Touchpoints |  |  |  |  |  |
| Customer experinence |  |  |  |  |  |
| Customer satisfaction rating |  |  |  |  |  |
| Improvement ideas |  |  |  |  |  |
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Customer Journey Mapping Template