

Tools for SMALL Businesses

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

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	<p>The Customer journey, can generically be divided into the following overall steps:</p> <ol style="list-style-type: none">1. Awareness, The is customer wants to buy a product2. Research, The customer search the internet and other sources3. Choice, The customer chooses YOUR product4. Purchase, The actual purchase process needs to be smooth5. Delivery: The product or Service quality needs to live up to the customers expectations6. Advocacy, A satisfied customer is a potential advocate for your business. <p>Each step needs to be understood and even mapped out into substeps.</p> <p>Then for each of these sub-steps you will need to understand.</p> <ol style="list-style-type: none">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 touchpoints4. How would the customer rate the experience of each of the touchpoints5. What improvements can be made to each customer touch point.
Template	See next page

Customer Journey Mapping Template

	Awarenes Phase	Research 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					