

Greater Rochester Quality Council

**CUSTOMER
EXPERIENCE
JOURNEY
MAPPING**

INTRO



HELLO, MY NAME IS MIKE

- Marketer by education and trade
- Worked with brands like Pfizer, Campbell's, Pepperidge Farm, Wrangler, Fannie Mae, AOL
- Adjunct Professor @ Syracuse
- Director of Communications Planning @ Truth Collective





Brand Storytelling

- **The strategy**
- **Creative idea platform**
- **High-impact tactics**
- **Executional playbooks**

Business Growth Consulting

- **Corporate strategy**
- **Operational transformation**
- **Leadership behavioral change**
- **New market and product innovation**

AGENDA

Why Journey Mapping?

How to Map the Customer Journey

Questions

**WHAT DO YOU WANT
TO LEARN TODAY?**





WHY JOURNEY MAPPING?

WHY IS JOURNEY MAPPING IMPORTANT?

End Goal:
Improve experience

- Identify pain points
- Remove obstacles
- Check expectations vs. reality
- Prioritize / deprioritize activities

THE ONE THING
THAT IS THE SAME
ABOUT ALL YOUR
PROSPECTS AND
CUSTOMERS IS THAT
THEY ARE DIFFERENT.



HOW TO MAP THE CUSTOMER JOURNEY

BRAND:

**The central organizing
principle of business**

STARTING POINT:

**WHAT ARE MY
BRAND GOALS?**

THEN:

**WHAT PROBLEM IS
YOUR CUSTOMER
TRYING TO SOLVE?**

A Venn diagram consisting of two overlapping circles. The left circle contains the text "What are my brand goals?" and the right circle contains the text "What problem is my customer trying to solve?". The circles overlap in the center.

**What are my
brand goals?**

**What problem is
my customer
trying to solve?**

There are 4 game-changing moments that really matter.



I-want-to-know moments:

When someone is exploring or researching, but is not necessarily in purchase mode.



I-want-to-go moments:

When someone is looking for a local business or is considering buying a product at a nearby store.



I-want-to-do moments:

When someone wants help completing a task or trying something new.



I-want-to-buy moments:

When someone is ready to make a purchase and may need help deciding what to buy or how to buy it.

IDENTIFY ALL THE COMMUNICATION TOUCHPOINTS IN YOUR CUSTOMER'S JOURNEY

- **How do you traditionally engage with customers?**
- **What have you missed?**
- **Prioritize the moments that are most appropriate to your business goal.**

RECOGNIZE PAIN POINTS AND MOMENTS OF DELIGHT

- **How do your customers feel during pre-purchase, purchase and post-purchase?**
- **Identify the moments of negativity and what is causing it.**
- **What is going right when they have positive experiences?**



VISUALIZE THE JOURNEY

2 RULES:

1. **Walk a mile**

2. **K.I.S.S.**



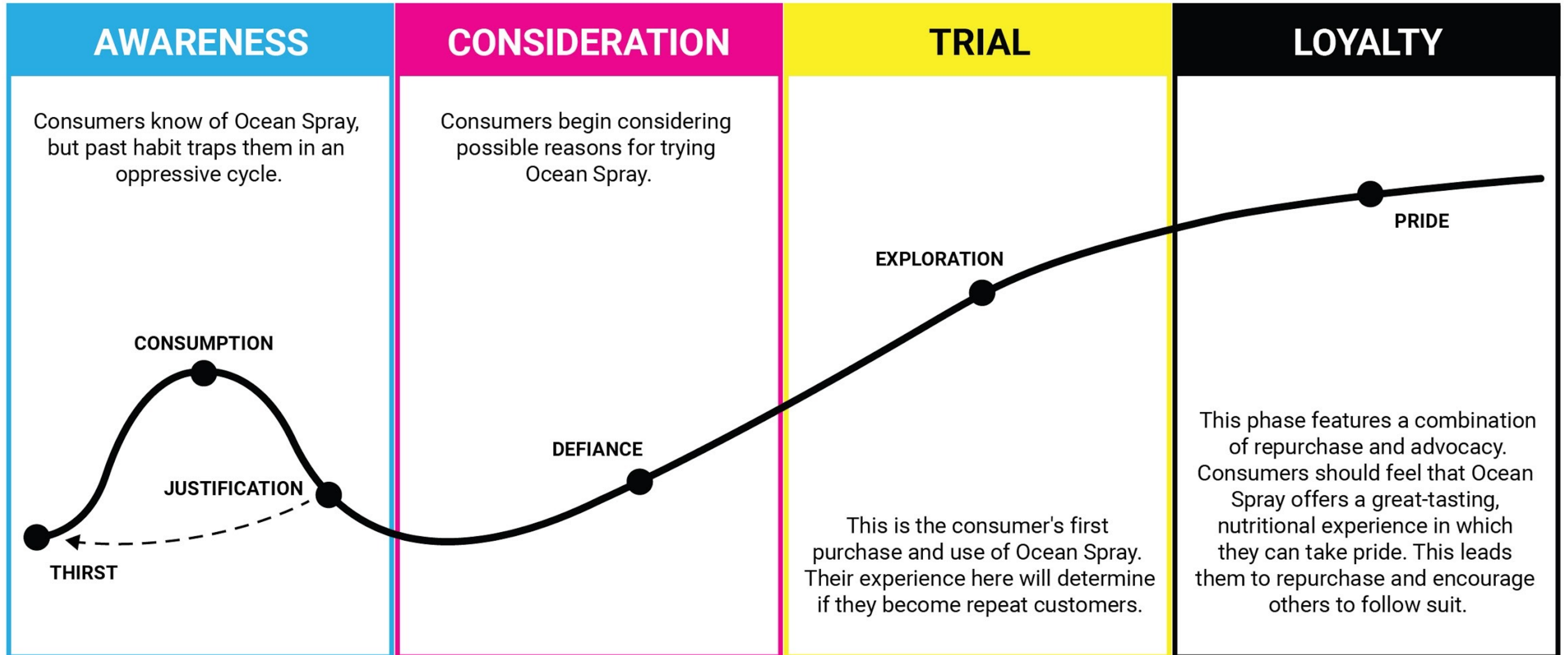
RULE 1: WALK A MILE

#IMPASTOR

**CUSTOMER
JOURNEYS ARE
TOLD FROM YOUR
CUSTOMER'S
PERSPECTIVE
NOT YOUR OWN**

CONSUMER JOURNEY: MAPPING THE CONSUMER MIND

The consumer's emotional needs are at the core of the consumer journey.
Below is an example of the consumer journey for Ocean Spray Juice.





RULE 2: K.I.S.S

KEEP.

IT.

STUPID.

SIMPLE.

RESEARCH VS. STRATEGY

Research: an exercise in expanding knowledge

Strategy: an informed opinion on how to win

IF YOU CAN'T
EXPLAIN YOUR
STRATEGY IN
LESS THAN 1 MINUTE
YOU DON'T HAVE A
STRATEGY

CUSTOMER JOURNEY MAP

Example of an online grocery store

STAGE	AWARENESS	CONSIDERATION	DECISION		DELIVERY & USE			LOYALTY & ADVOCACY	
CUSTOMER ACTIVITIES	Hear from friends, see offline or online ad, read from newspapers	Compare & evaluate alternatives	Add groceries to shopping cart	Make an order	Receive or pick up on order	Contact customer service	Enjoy groceries	Order again and/or order more	Share experience
CUSTOMER GOALS	No goals at this point	Find the best solution to buy food	Find and select products easily, get inspired	Order effortlessly	Receive or pick up an order effortlessly and when needed	Get help if problems appear, request for refund	Have the right and good quality ingredients	Repeat good customer experience	Share feelings, give feedback
TOUCHPOINTS	Word of mouth, traditional media, social media	Word of mouth, website, brick & mortar store, social media		Website, app, order confirmation email	Delivery service, packing, messages (email, SMS, phone call)	Phone, email, chat	Food products, packages, other materials		Word of mouth, social media
EXPERIENCE	 <i>Interested, curious</i>	 <i>Requires effort but excited</i>	 <i>Excited</i>	 <i>"Payment is painful"</i>	 <i>Requires effort, happy when received</i>	 <i>Frustrated</i>	 <i>Satisfied</i>	 <i>"This is easy"</i>	 <i>"I have to share this"</i>
BUSINESS GOAL	Increase awareness and interest	Increase number of website visitors	Increase shopping cart value & conversion rate	Increase online sales and conversion rate	Deliver on time and minimise the delivery window	Increase customer service satisfaction, minimise waiting time	Make products to match expectations	Increase retention rate and order value and/or frequency	Turn customers into advocates, turn negative experiences into positive
KPIs	Number of people reached	New website visitors	Shopping cart value, conversion rate	Online sales, conversion rate	On time delivery rate, average delivery window	Customer service success rate, waiting time	Product reviews	Retention rate, order value and frequency	Customer satisfaction
ORGANISATIONAL ACTIVITIES	Create marketing campaigns and content both offline and online, PR	Create marketing campaigns and content both offline and online	Optimise grocery shopping experience	Optimise online purchase funnel, order handling	Picking & delivery	Organise customer service	Develop products & product range	Target marketing, make re-ordering easy, upselling and/or cross-selling	Manage feedback and social media, develop sharing / inviting possibilities
RESPONSIBLE	Marketing & Communications	Marketing & Communications	Online development, Customer service	Online development, warehouse, logistics	Warehouse, logistics	Customer service	Product development, purchasing	Marketing, online development	Customer service, online development
TECHNOLOGY SYSTEMS	CRM, analytics, programmatic buying platform, social media	CRM, analytics, CMS, marketing automation	CRM, analytics, CMS, ecommerce platform, PIM	CRM, analytics, CMS, ecommerce platform, PIM, inventory system, marketing automation	CRM, analytics, order & delivery system, marketing automation	CRM, analytics, help desk, ticketing system, chat	CRM, analytics, vendor management system, PIM	CRM, analytics, marketing automation, ecommerce platform	CRM, analytics, marketing automation, ecommerce platform, social media analytics



VICELAND



Living

Looking

Buying

Post-Purchase

Brand Goal

Build awareness

Increase # of website visitors

Increase online sales

Increase retention rate, order value & frequency

What is the customer thinking/feeling?

Friends have told me about online grocery

I need to buy groceries

This is easy

Frustration over late delivery

What is the customer doing?

Going about day

Considering options

Navigating website

Waiting & calling customer service

QUESTIONS?

A young man with dark, curly hair, wearing a blue suit jacket, a light blue striped shirt, and a dark patterned tie, stands in front of a background of trees with vibrant autumn foliage in shades of orange, yellow, and brown. The lighting is soft and warm, suggesting a late afternoon or early morning setting.

T. HANKS

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