How to Build and Use a Customer Journey Map

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Initiatives: CRM Strategy and Customer Experience

Customer journey maps are essential tools for customer experience, yet organizations often do not utilize or underutilize them. This video explains the method of customer journey mapping and two approaches by which journey maps can identify improvement opportunities in customer experience.

Overview

To achieve excellence in customer experience, it’s not good enough to think about your customers. You have to think like your customers. This is challenging to do. How can one adopt the mindset of a customer?

A powerful tool with which to accomplish this is a customer journey map, which describes the steps a customer must go through to engage with your organization. At each step, you have to ask what the customer is doing, expecting, thinking and feeling; and with which touchpoints is the customer interacting?

In this video, you will learn what a customer journey map is, how to build one, and how to utilize one to improve customer experience.

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