



Customer Insight Tools and Techniques

CUSTOMER JOURNEY

MK 312 Brand Management

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October 18, 2020

Customer Journey

Consumer Insight Components



Identifying The "Want"

Mr. X wants to gain weight. You acquired this information via a standard survey



Identifying Intent

Mr. X is signing up for weight gain programs and trying out high carb food options. You acquired this information by observing Mr. X through your shopper data solutions and online tracking methods



Identifying Motivators

Mr. X's reason for wanting to gain weight is to stay as healthy as he can for his age and so that he can look better. This information you discern through a focus group that Mr. X participates in

What is Customer Journey?

- Understanding the path, called the consumer journey or customer journey involves understanding the shopping habits of your online target audience segments, determining how they find your website, understanding the behavior patterns as they shop, and analyzing the checkout and payment process.

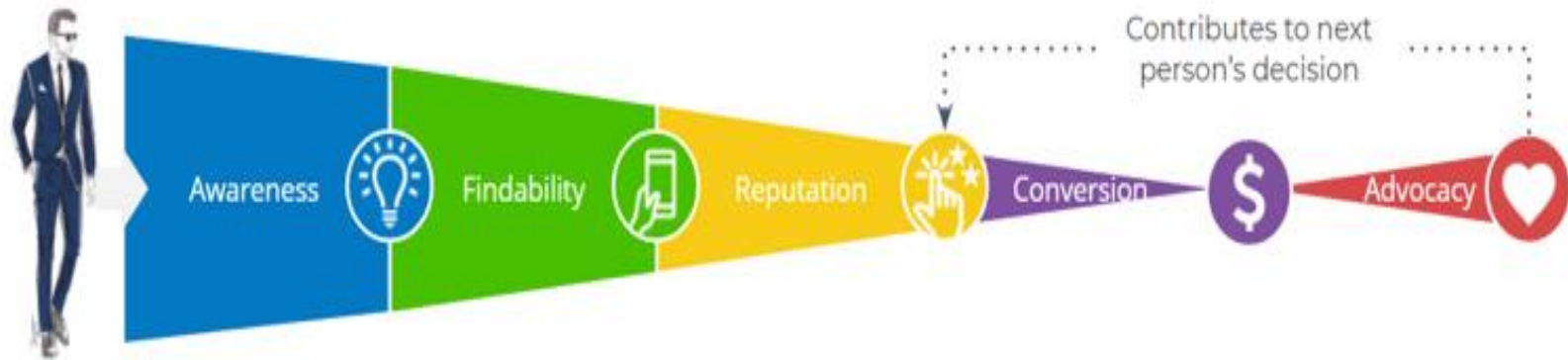
Customer Journey Definition

- The customer journey is a detailed outline of every step a lead takes to become a paying customer, while the marketing funnel is a model that businesses use to market appropriately to leads at different stages of the buying cycle.



Customer Journey

Modern Customer Journey



Interest & Awareness

- Social / search advertising
- Email / text marketing
- Loyalty programs
- YouTube / Video ads
- Television
- Billboard
- Online display advertising
- Newspaper / Magazine
- Radio
- Word of mouth

Search

- Organic Search
- PPC
- Maps
- Directories
- Apps
- "Near me"
- GPS

Research

- Blogs & Articles
- Reviews
- Social Media
- Word of mouth

Purchase

- Website
- Online booking
- Purchase via app
- In-store purchase
- Salesperson
- Marketing Materials

Experience

- Post-purchase expectations vs. reality
- Social Post
- Write a Review
- Blog
- Word of mouth

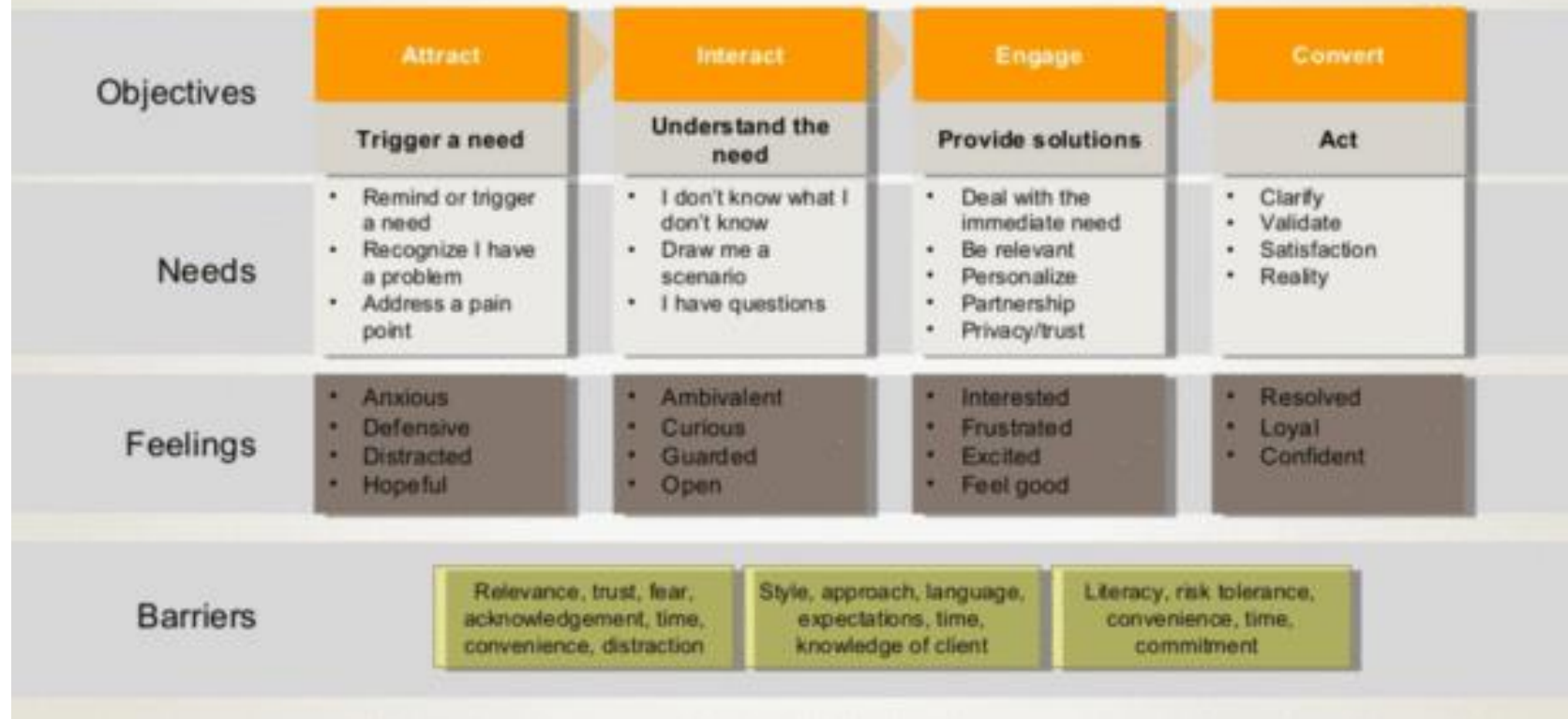
Customer Journey



Customer Journey

What is a Customer Journey Map?

A visualization of a customers' objectives, needs, feelings and barriers throughout the path-to-purchase for a product, service or brand.

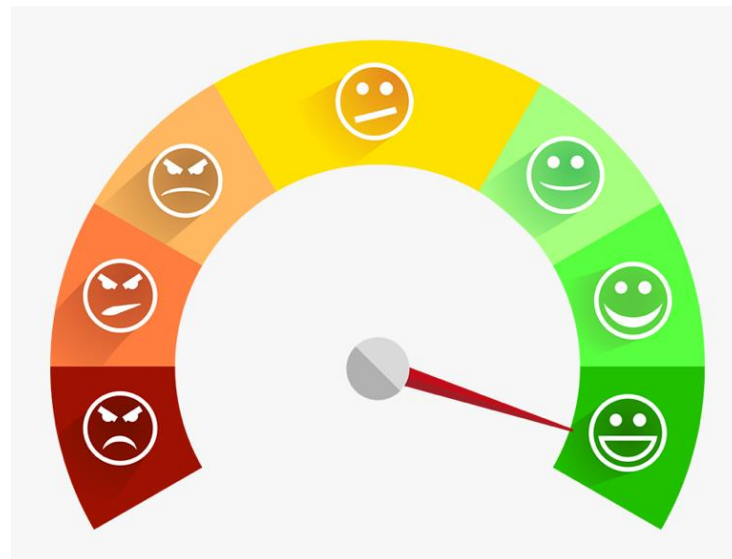


Customer Journey



Customer Journey Mapping: The Path to Exemplary Customer Experiences

by [Rohit Kuttappan](#) with no comment Small BusinessStartups



Customer Journey

- The customer journey refers to **the way businesses attract and keep customers**. The term is most commonly used in the realm of online marketing, but it applies equally to retail and other brick-and-mortar businesses.

Customer Journey

- Customers interact with a brand, across a growing number of **online and offline touchpoints, because they connect emotionally and/or need a problem solved.** Thriving companies drive this strategic growth by delivering experiences that meet these customer needs, generating relationships that leave customers wanting more.

Customer Journey

- A successful interaction hinges on the brand meeting these expectations in a meaningful way. Simply put, **if this core connection doesn't exist, customers will go elsewhere**. The key is finding an effective tool to formulate and deliver this customer experience.



Customer Journey

- Journey mapping does just that **by encouraging stakeholders to consider the customer's needs, wants, emotions and questions, and to create the path to fulfill those needs**. A customer journey map is a tool that should be included in every brand's digital strategy.

Customer Journey

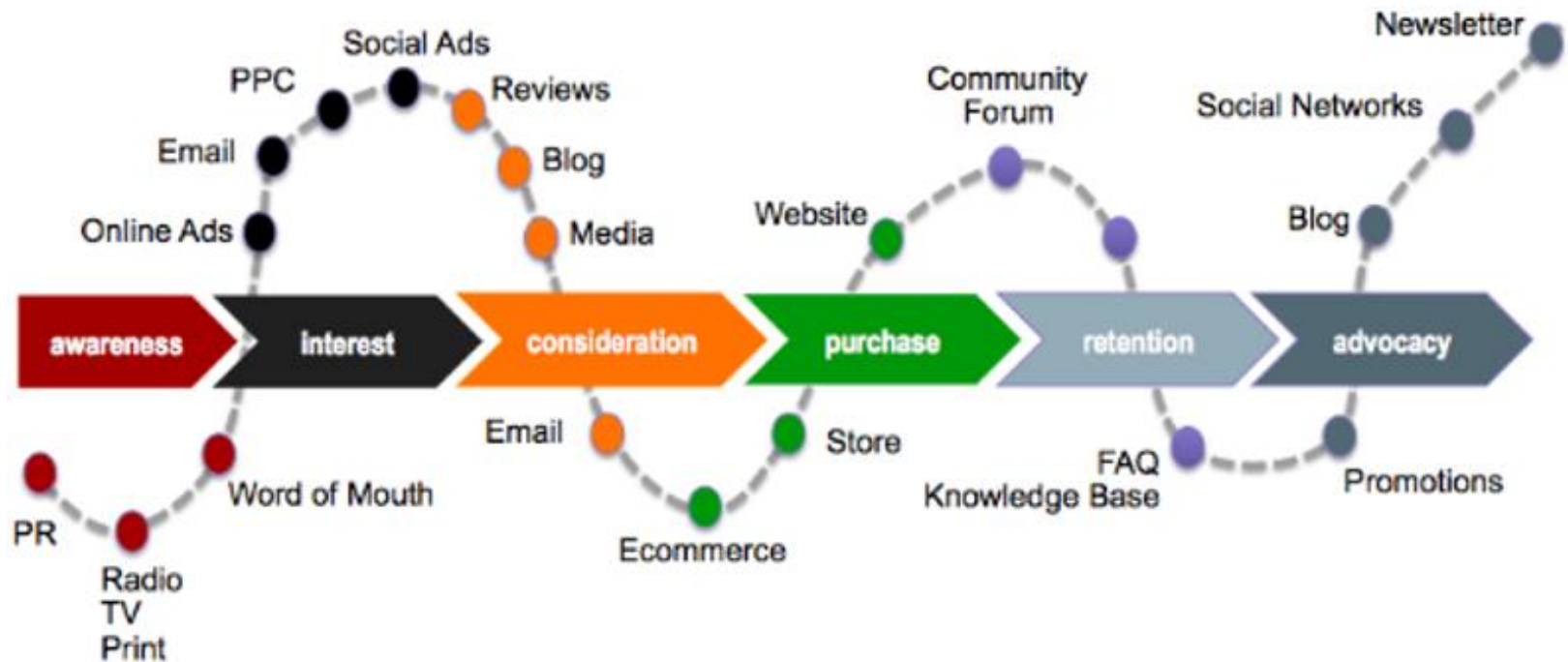
- A thoughtful customer journey map helps marketers **get into the mindset of their customers. They serve to cultivate a better understanding of the specific decision points encountered along a customer's path of product consideration, from awareness through to purchase and then loyalty.** The crucial junctures along a customer's journey are points when delivering the right marketing materials at the right moment can make all the difference.
- Understanding what goes into this **process can provide key insights into any current gaps (or additional opportunities)** where fine-tuning your marketing strategy can increase your success.

The Five Stages of the Customer Journey

- Customers proceed through **five well-established phases when considering a product or service they might need**. Though not always linear in their application, we can easily deconstruct and possibly reform our customer experience based on this analysis. A typical customer journey includes these stages:



The Five Stages of the Customer Journey



The Five Stages of the Customer Journey

Stage 1: Awareness

- **Awareness** Before you can acquire a customer, he or she has to know about you. There are many ways this can happen. Customers may see an advertisement. They may happen to pass by your business and stop in. They may find your website by doing a search, or a friend might recommend you. **At this stage, focus on the WHY — the buyers motivation.** Ensure the brand is visible to the customer and demonstrates the brand's value as a solution fitting the need at hand.

The Five Stages of the Customer Journey

Stage 2: Consideration and Decision

- **Consideration and Decision** After a customer is aware of you, he or she then has to decide whether to give your product or service a try. Like the awareness phase, this can come down to many factors, including impulse, trust, the attitude of your customer service team, the presentation of your products if you have a store, online reviews or comments made by people they know. This is the stage where they are comparing your product or service to other solutions on the market. **This is where they are doing price comparisons, reading customer reviews, checking out competitors, and learning more about the details of your product or service** to see if it could, in fact, be what they have looked for.

The Five Stages of the Customer Journey

Stage 2: Consideration and Decision

- **Consideration and Decision.** Ensure that they have all the information they need to move to the next stage in the customer journey. Answer the question on your prospects mind which is “why should I choose you?” **Demonstrate the brand’s advantages and win customers over by showcasing specific differentiators and the results a customer can expect. Market a simple effective solution in the context of WHO and HOW**— who will benefit from it and how it will make it easier to conduct business. [SEP]

The Five Stages of the Customer Journey

Stage 3: Purchase

- **Purchase** This is the moment when customers decide to buy from you, **whether it's an in-store purchase or clicking on the “buy” button** on your website. At this stage, remove friction by providing a clear and inviting path to completing the purchase.



The Five Stages of the Customer Journey

Stage 4: Post-Purchase and Retention

- **Post-Purchase and Retention** **It's far easier and roughly 5 times cheaper to retain an existing customer than it is to acquire a new one.** It's hard to build enough trust with a prospect to turn them into a first time buyer. Once you've gain their trust and their business, work hard to maintain it. Follow up with your client to get their opinion on the product or service that they purchased from you.



The Five Stages of the Customer Journey

Stage 4: Post Purchase and Retention

- **Post-Purchase and Retention** **Solicit testimonials from previous customers and showcase them on your website and other places** where prospects will be visiting to find out more information about you, your company, and brand. Most customers will have ongoing purchase needs, and are more likely to buy from a brand they've purchased from before. **Accentuate these advantages with current customers through remarketing tactics and providing positive experiences** that keep customers coming back for more. Ensure that the customer journey does not come to an end



The Five Stages of the Customer Journey

Stage 5: Advocacy

- **Advocacy** This is the last stage of the customer journey when the **customer becomes an active advocate for your brand**. They say great things about you and your company, refer their friends and family to you, and generate the most powerful kind of marketing your company can ever have which is **word-of-mouth**. The customers who become loyal to your brand will be more interested in the relationships that we build throughout the other phases of the customer journey.



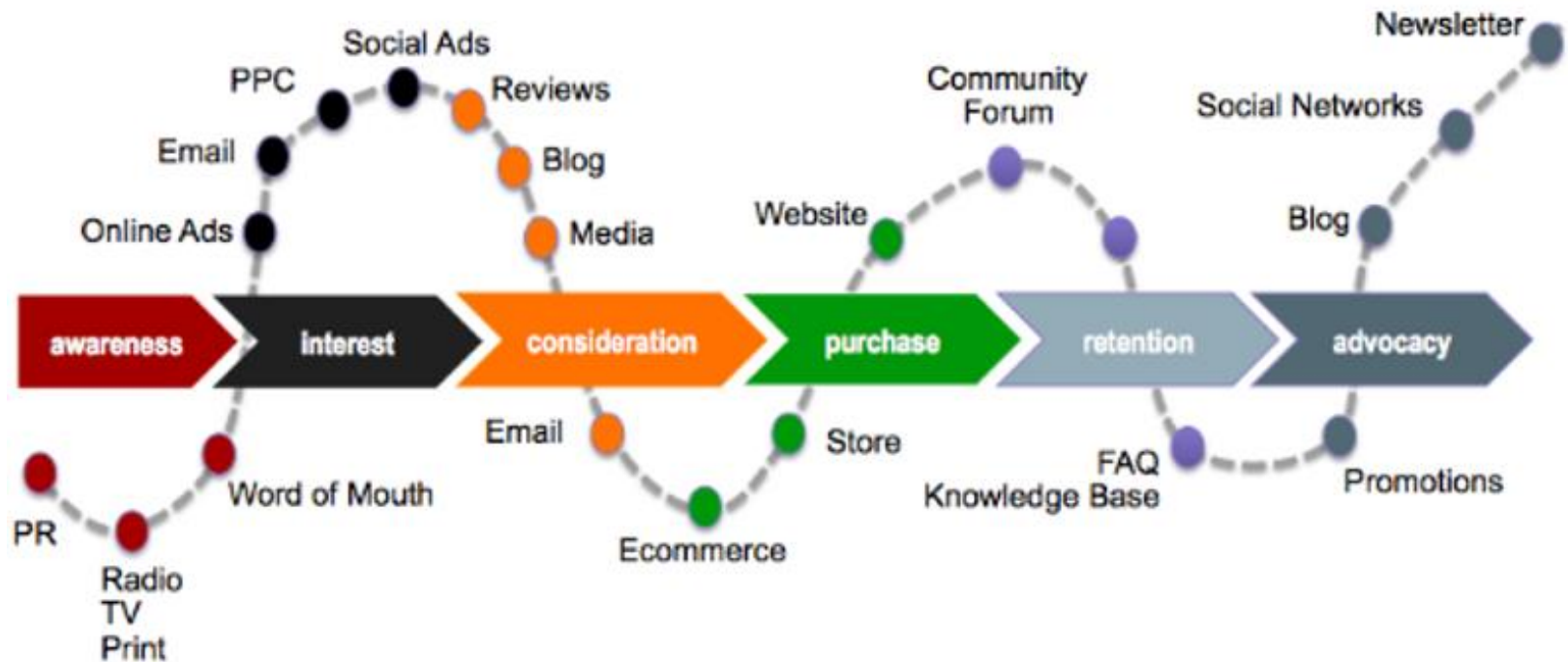
The Five Stages of the Customer Journey

Stage 5: Advocacy

- Advocacy Nurture them every step of the way through the earlier stages with value, attentiveness, and respect. When a person has a great experience with a product, service and company, they will want to **spread the word and tell others about it. It's human nature. Encourage this by asking them to tell their friends and let them know how much it will be appreciated by you and your business.** Some of the most successful companies today are built on powerful referral and word of mouth marketing.



The Five Stages of the Customer Journey



Identify and Optimize Customer Touchpoints

- “*Where does my customer stand?*” is a questions that challenges a business operator to examine their affairs through the perception of the customer. **Breaking down** the customer journey into the stages listed above allows us to separate out areas that we would maybe group together and helps us to put our customer interactions under a microscope.

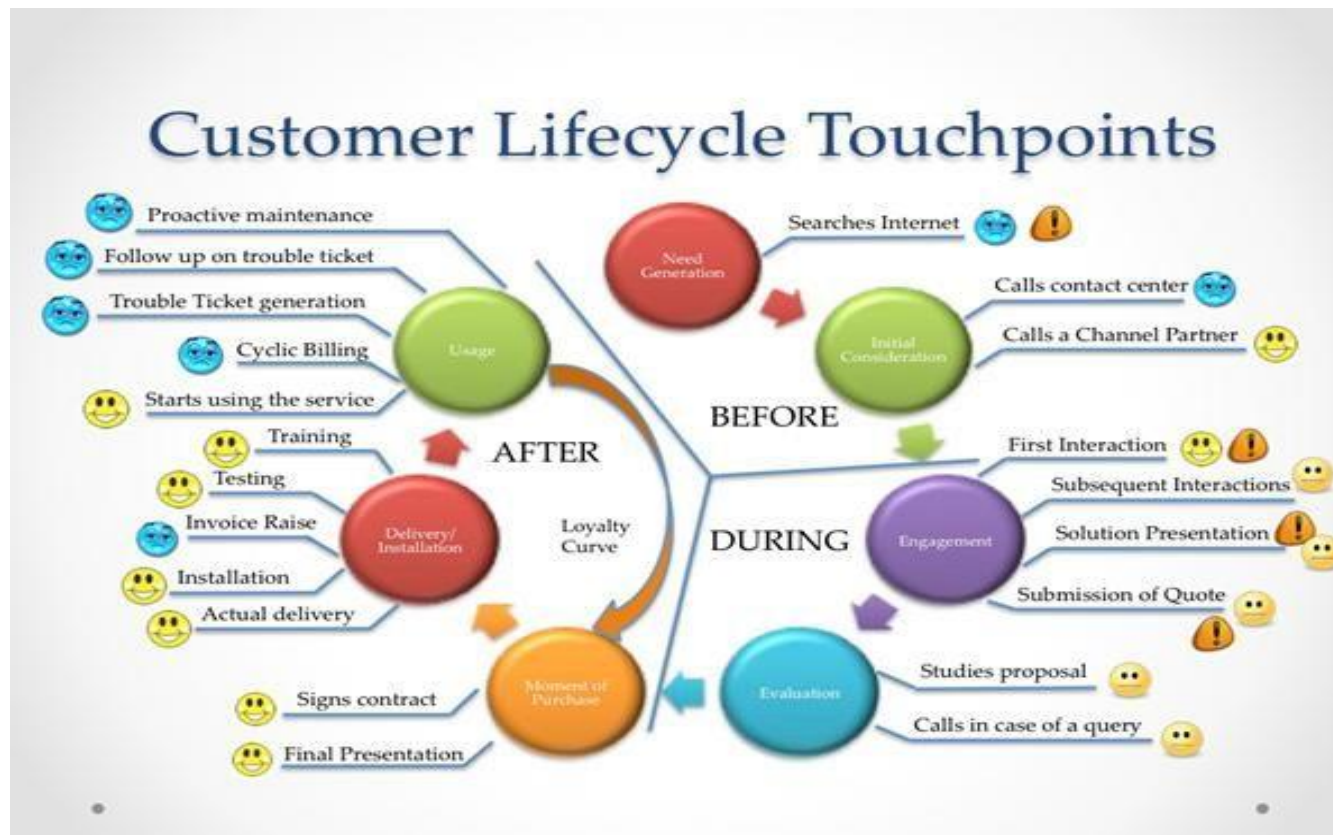
Identify and Optimize Customer Touchpoints

- Being able to **deliver a customer experience** that includes all the specific actions along the way will result in a business more apt to **attract, and keep**, the customer journey going for many years to come.



Identify and Optimize Customer Touchpoints

- The five stages of the customer journey outlined above are fairly broad. You can break it down more precisely into various touchpoints.



Identify and Optimize Customer Touchpoints

Guidelines

- A good exercise to go through is to create an inventory of all the touchpoints you currently use, and then alongside that create a list of other touchpoints that could be deployed or used. Once the list of existing touchpoints is created, work to understand which customers are using each and why. For example, do high-value shoppers regularly use your mobile app? Do more convenience shoppers gravitate to your website?
- You can then extend the inventory of the touchpoints, thinking through the “mission” of each touch point and its role in growing brand awareness, customer acquisition, growth and retention. Core to this is making every interaction across each touchpoint contextually relevant to the customer.

Customer Journey Best Practices

- **Best practices:**
- **Create and maintain a list of customer touchpoints used.** Consider grouping the touchpoints such as digital, print, in-store, etc., to better understand your capabilities.
- **Create a “mission” for each touchpoint,** which forces you to think through how it can be used to support customer acquisition, growth and retention.
- **Work to create a platform infrastructure that “feeds” each touchpoint** to create the seamless—and relevant—experience customers want.
- **Use every touchpoint and customer engagement to learn,** improving the relevancy of the engagement and learning to make the touchpoint more valuable.
- Digital touchpoints should be fed by **real-time intelligence**

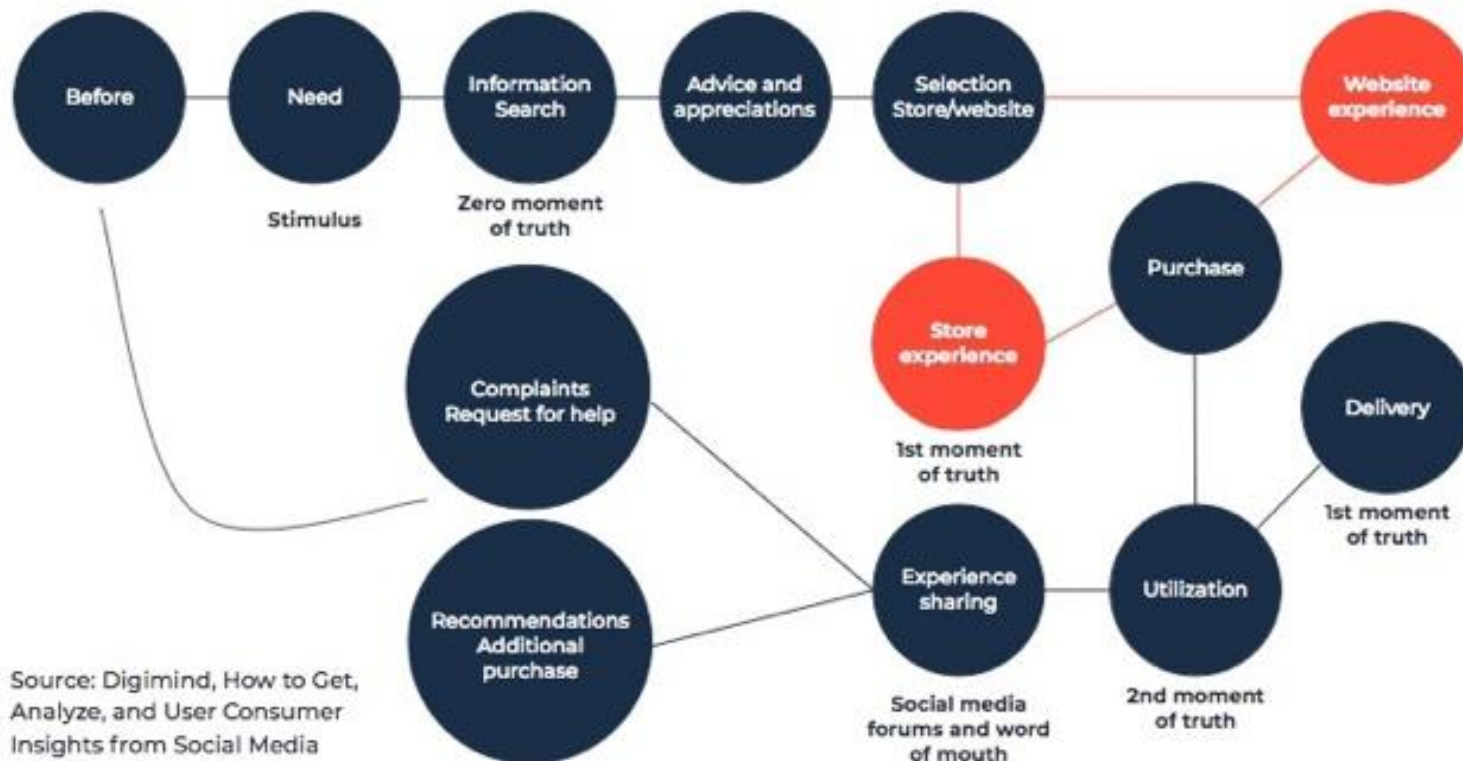
Customer Journey Conclusion

- **Identifying, understanding and fine-tuning touchpoints and stages of the customer journey can help you develop** more effective marketing plans and form stronger relationships with customers. While the customer's journey is never a precise map, it is a valuable tool for businesses to grow and constantly improve.

Customer Journey



Consumer Insights to Manage and Optimize the Customer Journey



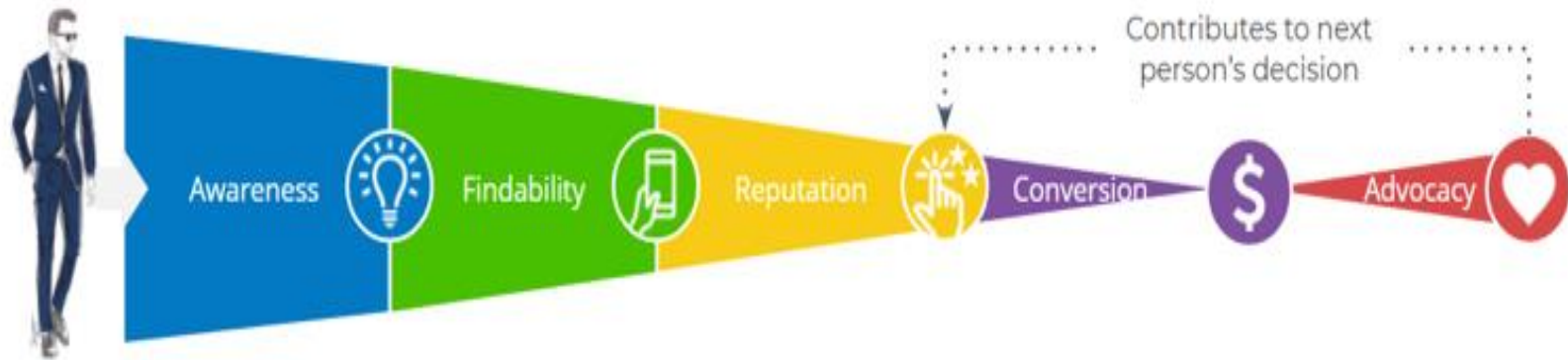
Customer Journey

Incorporating Influencer Marketing Throughout The Consumer Journey



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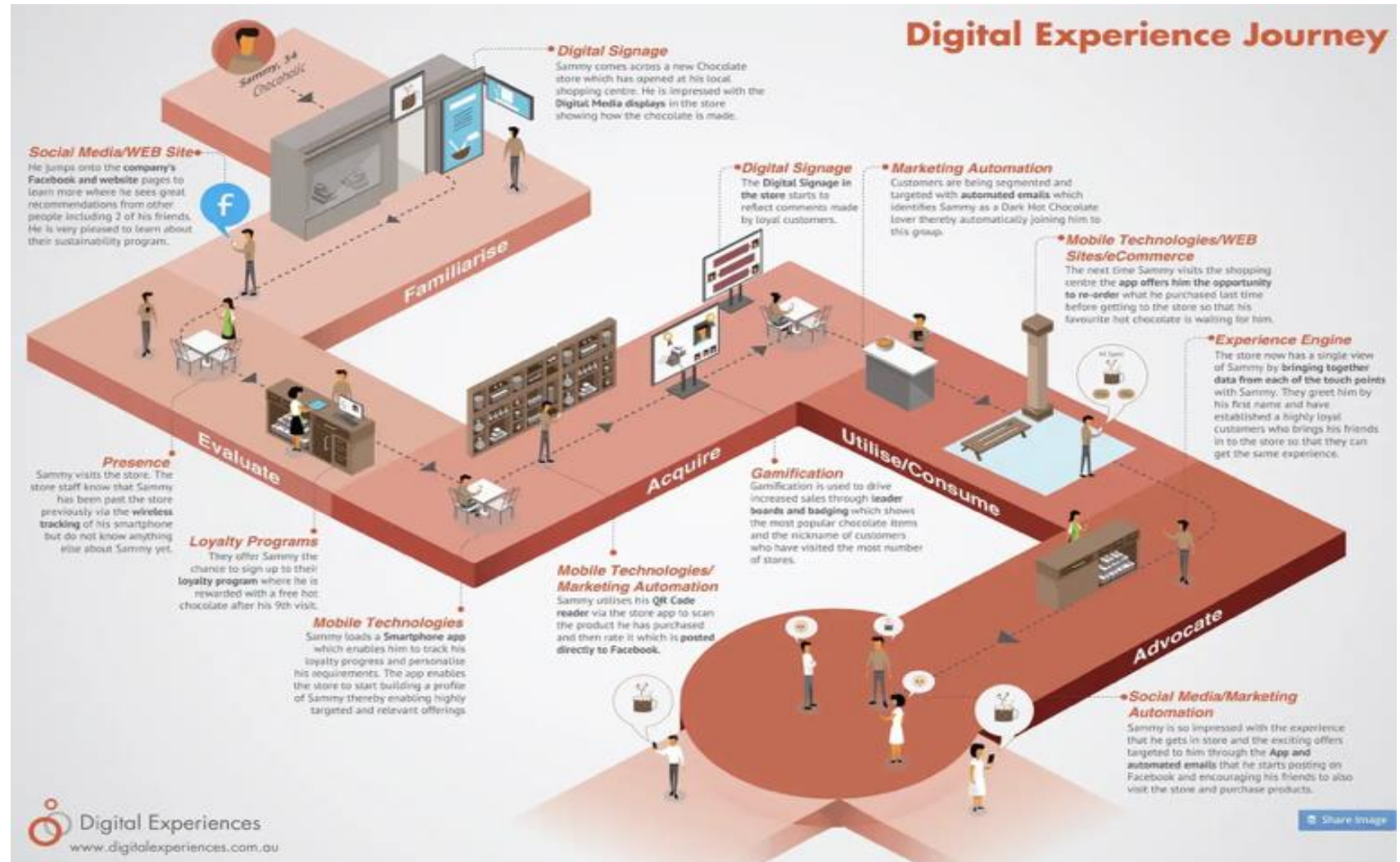
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Customer Journey Example



Customer Journey Example

Online Shopping Customer Journey Map

Stages of Journey	Motivation	Searches for Websites			Browses the Site	Evaluates Products		Pay	
Activities	Wants to buy a Christmas gift for a friend	Searches products keywords on search engines	Clicks the 1st ads. result.	Checks online again and go to the 1st. original result	Checks out ongoing deals and hot sale products	Opens a product page to check product details.	Opens more product pages to compare info.	Processes to pay a preferred product.	Contacts online service for help.
Feelings									
Very Happy									
Overall Satisfied									
Unhappy									
Experiences	Excited to give a surprise to the friend.	• Happy to see many options • Confusing about how to choose.	Annoyed at the useless info.	• Happy with the informative shopping website. • Not sure about how to find the best price.	Surprise to see lots of discounts	Frustrated about reviews from other customers.	• Pleased with usages & designs. • Sad to see out of stock products.	Frustrated to find only the Paypal payment option.	• Satisfied with bank card payment. • Feels unhappy to wait for a bit of long time.
Customer Expectations	Easily to obtain discount news.	More user-friendly search engine.	Allow to hide unnecessary ads.	Clear and innovative website design.	More discounts during holidays.	Higher quality products.	Faster supply chain system.	More payment choices.	Faster website speed.

CUSTOMER JOURNEY MAP *Shopping for a New Car*

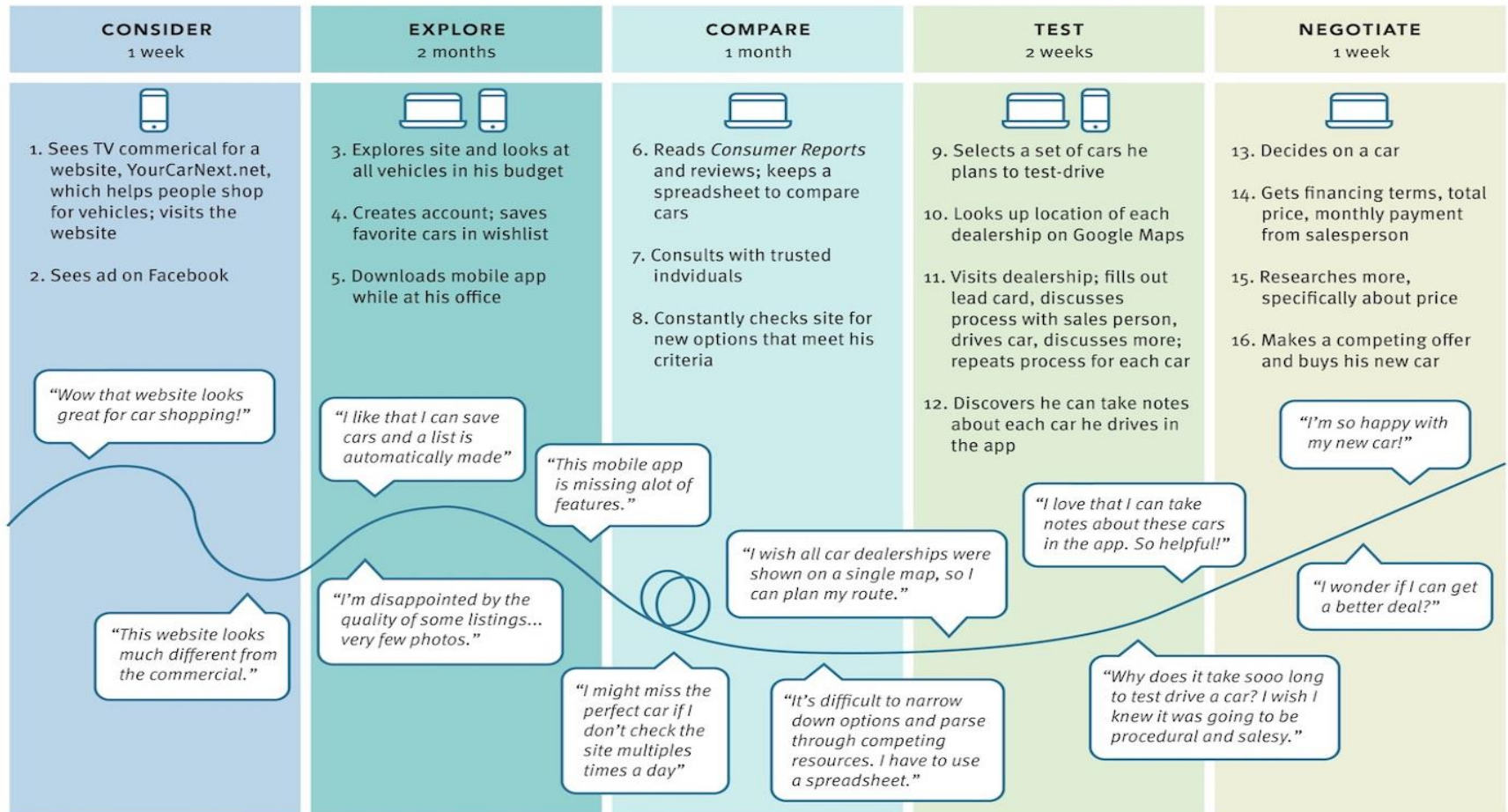


EMOTIONAL ERIC

Eric is an emotional car buyer. He purchases based on aesthetics and status.
Scenario: Eric recently moved to the area. He is shopping for a car that is fun to drive and dependable enough for use for everyday commuting.

EXPECTATIONS

- Ability to compare cars and their breakdowns
- Good photography with closeups, inside and out
- Video overview of car with demonstrations





The Three E's in Content Marketing:

Engage
Educate
Excite

Group Assignment: MK 312 Brand Management on Existing Customer Journey

Create a Customer Journey by using customer insights both primary and secondary information for your Thai brand. Who is your target group going through this customer journey? You could utilize your existing buyer personas.

- CEOs are required to send files in by next week to messenger. 5 mins presentation
- Remember as brand managers, practice your creativity....Enjoy 😊