



Customer Journey ,Touchpoints & A Day in Life Research

MK 312 Brand Management

LESSON 8





Customer Journey

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.

Consumer Insight Components



Identifying The "Want"

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



Identifying Intent

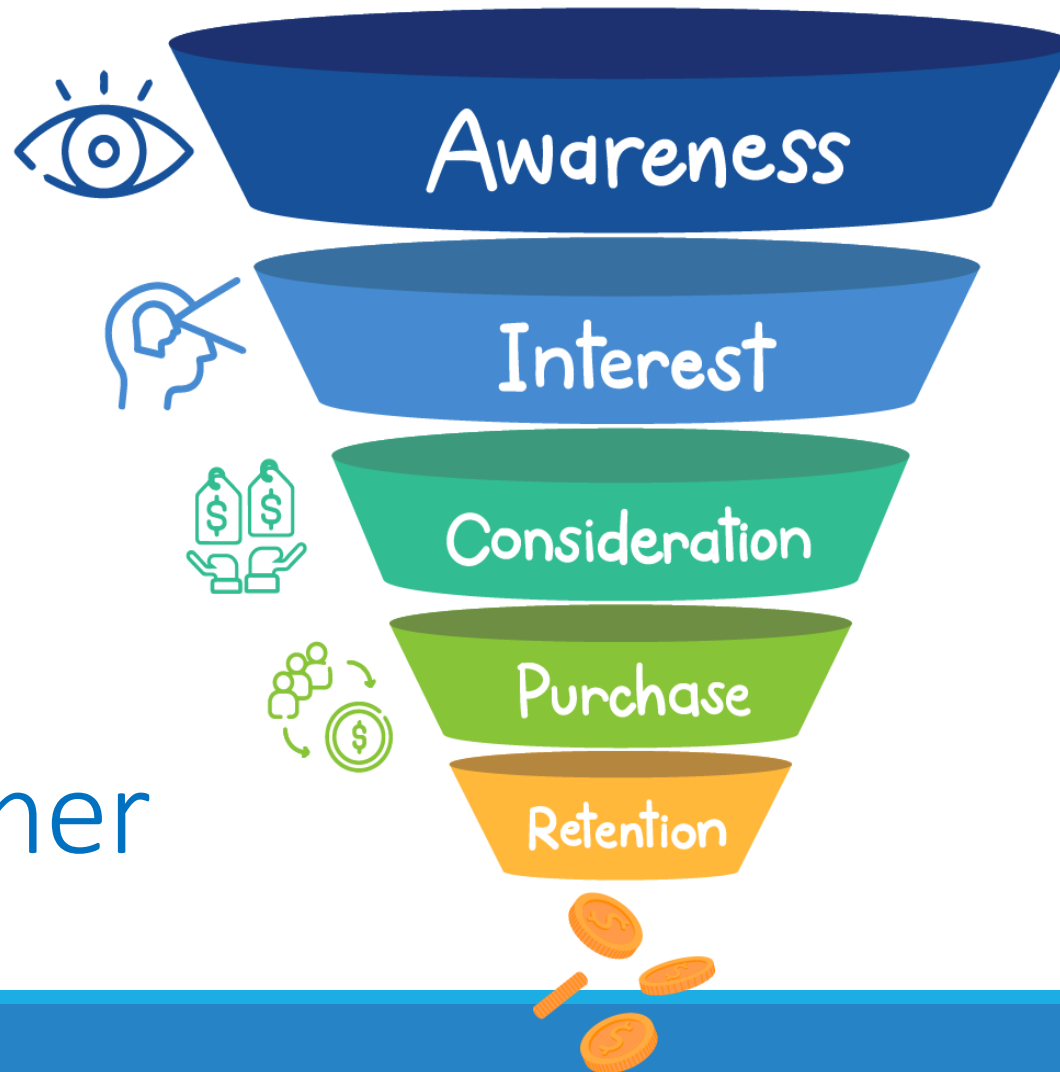
Mr. X is signing up for weight gain programs and trying out high carb food options. You acquired this information by observing Mr. X through your shopper data solutions and online tracking methods



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

MARKETING FUNNEL



Customer
Journey

MARKETING FUNNEL



What is Customer Journey?

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



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 Mapping: The Path to Exemplary Customer Experiences

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



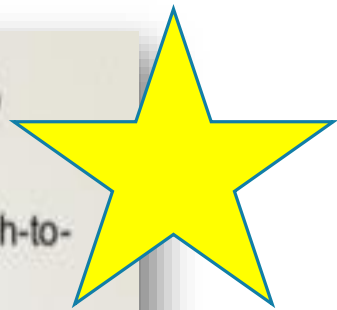
Customer Journey

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.



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.



Objectives	Attract	Interact	Engage	Convert
	Trigger a need	Understand the need	Provide solutions	Act
Needs	• Remind or trigger a need • Recognize I have a problem • Address a pain point	• I don't know what I don't know • Draw me a scenario • I have questions	• Deal with the immediate need • Be relevant • Personalize • Partnership • Privacy/trust	• Clarify • Validate • Satisfaction • Reality
Feelings	• Anxious • Defensive • Distracted • Hopeful	• Ambivalent • Curious • Guarded • Open	• Interested • Frustrated • Excited • Feel good	• Resolved • Loyal • Confident
Barriers	Relevance, trust, fear, acknowledgement, time, convenience, distraction			Literacy, risk tolerance, convenience, time, commitment

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 marketing 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:



Five Stages 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

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.**



The Five Stages of the Customer Journey

Stage 2: Consideration and Decision

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

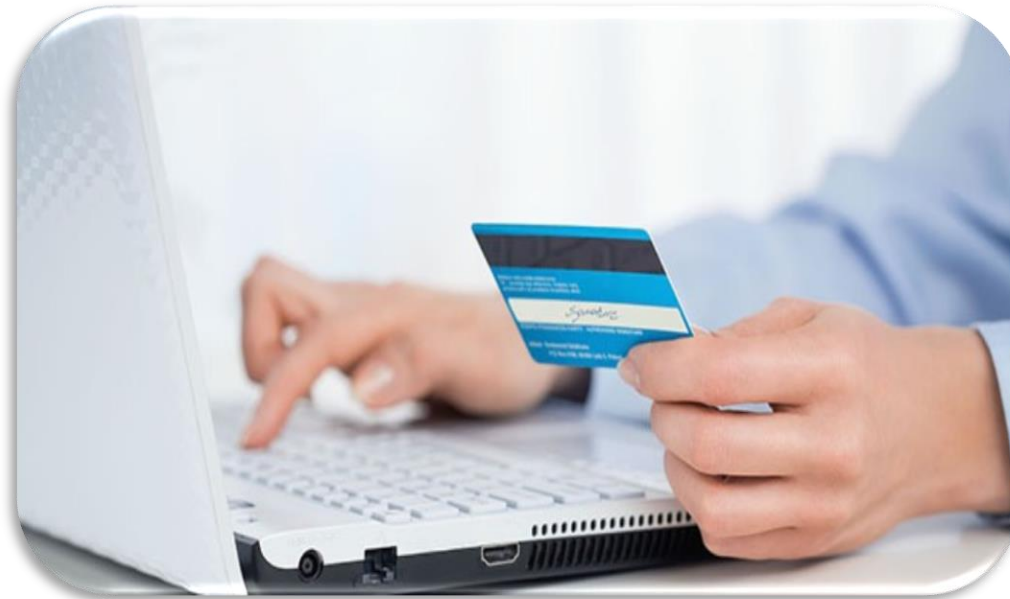


Ensure that they have all the information they need to move to the next stage in the customer journey. Answer the question on your prospects mind which is “why should I choose you?” **Demonstrate the brand’s advantages and win customers over by showcasing specific differentiators and the results a customer 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

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

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.



The Five Stages of the Customer Journey

Stage 4: Post Purchase and Retention



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

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 becomes 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.

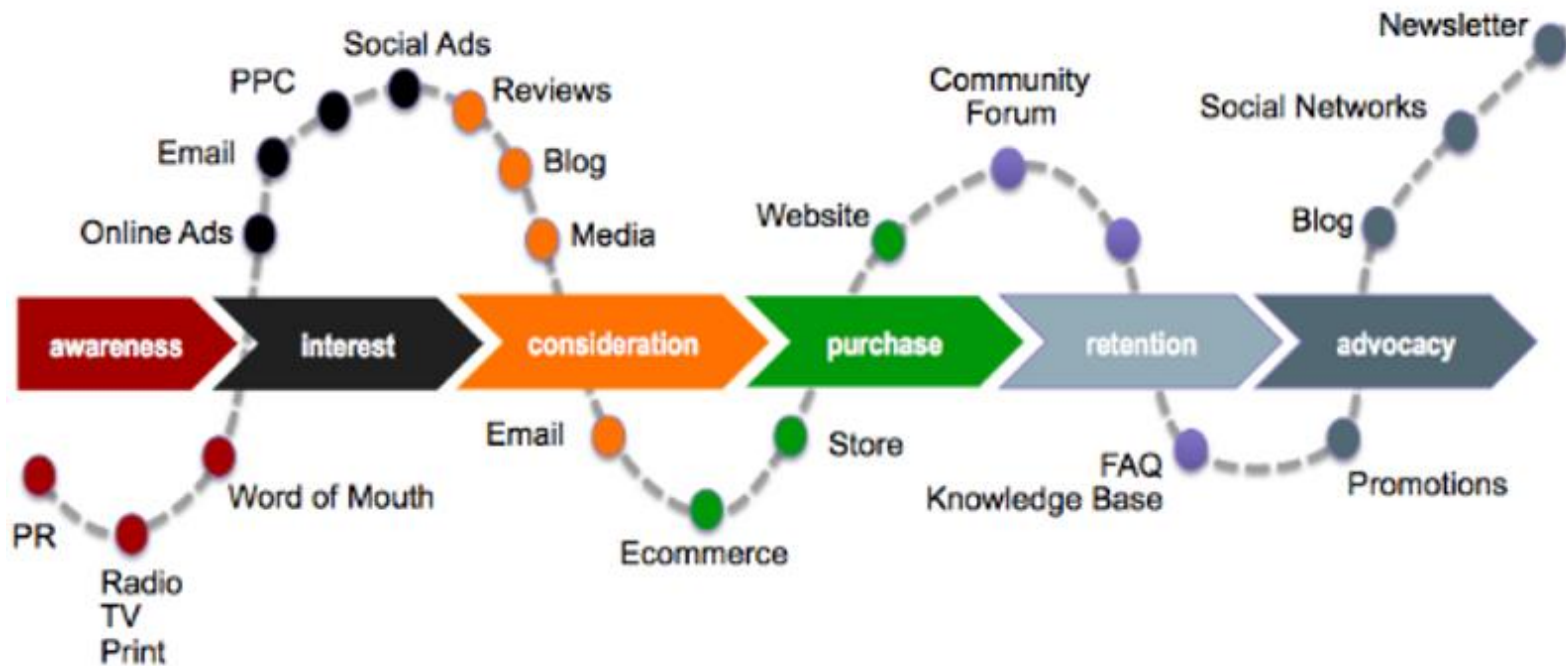


Five Stages Customer Journey



The Stages of the Customer Journey

(another template)



Key Elements of Customer Journey Maps

Touchpoints (points at which a customer hears/sees/reads/tries a product; they describe customer behavior, thoughts, emotions during the familiarization with or the repeated acquaintance with a product);

Paths that connect them (these are the things that motivate customers to accomplish the actions of transition from one point to another; in fact, these can use some optimizing ideas for providing a transition from the starting point to the final stage of purchase that turns a one-time customer into the loyal one).

How to Create a Customer Journey Map

Step 1: Determine Your Objectives.

➤ Step 2: Create Customer Personas.

Step 3: Identify All Touchpoints.

Step 4: Decide on the Type of Map.

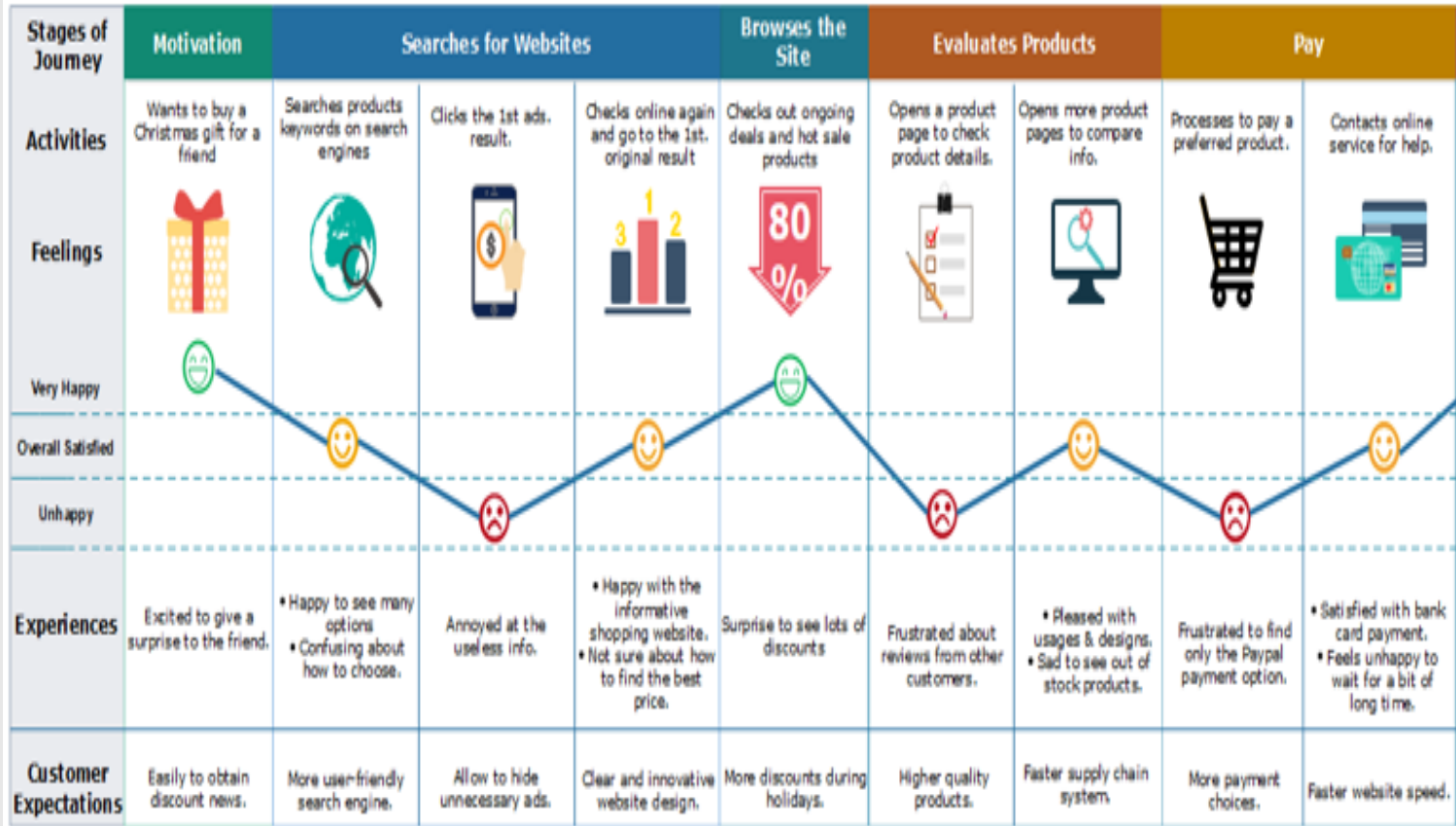
Step 5: Plot the Customer Journey.

Step 6: Take the Customer Journey.

Horizontal

Vertical

Online Shopping Customer Journey Map



Horizontal:

Horizontally, you should display the stages of customer interaction with a product/service. There are usually, three:

“Before” — a customer finds out about a product/service. Here, you need to find out about the way your potential buyers search for information in order to take a direct part in the similar process and come up with some new ways to interest them more;

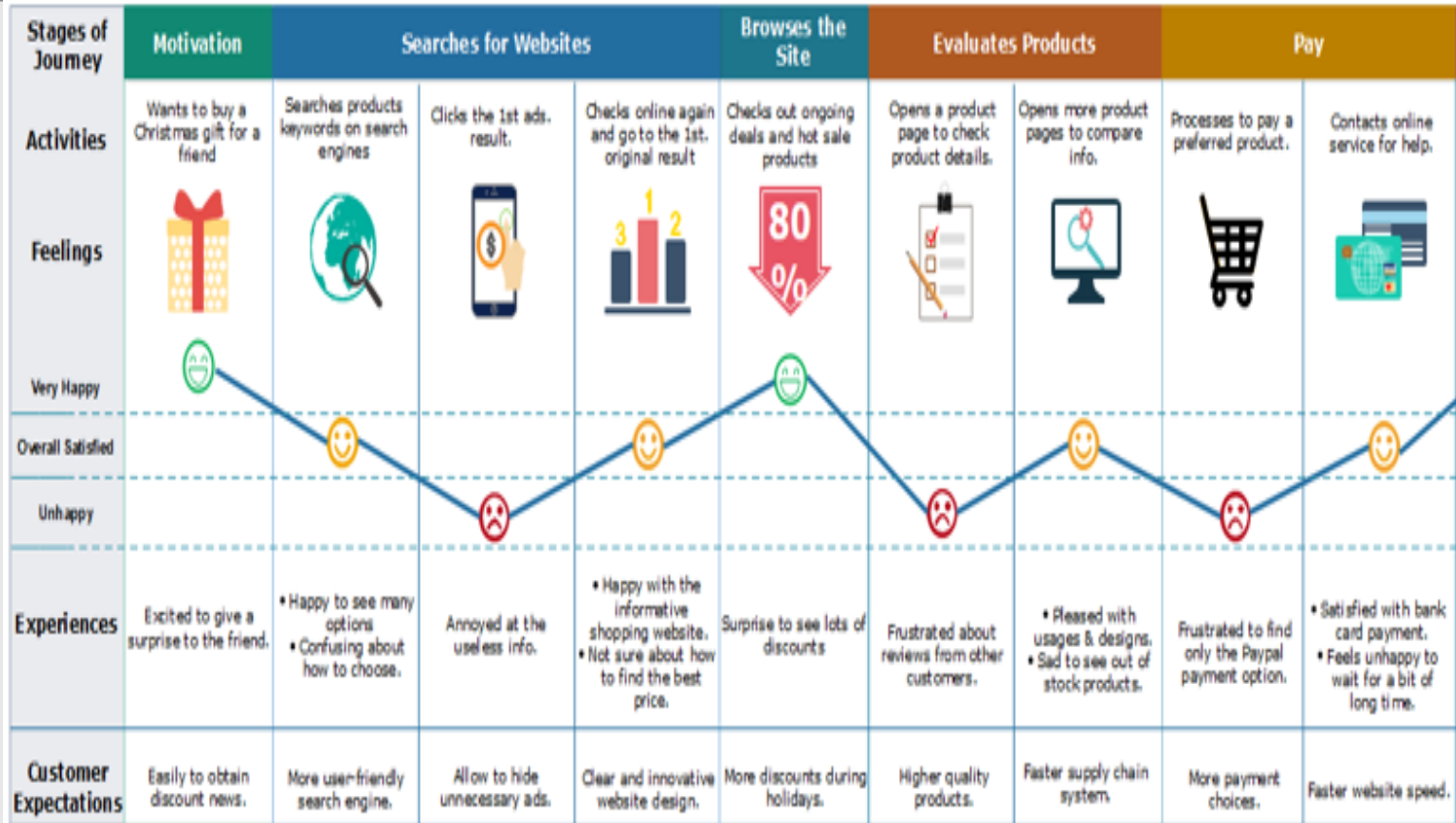
“During” — the purchase/employment of a product/service stage, as well as the stage of transition to the regular use. It is highly important to make an utterly positive impression on the potential customer during this stage, as the real customer interaction experience is not generated yet;

“After” — the final servicing stage, with a possible repeated customer visit or realization of the fact that a customer will not come back again. In any case, you must create an ever-inviting atmosphere for any customer.

Horizontal

Vertical

Online Shopping Customer Journey Map



Vertical

Vertically, such interaction aspects must be defined as follows:

- Customer goals and tasks on each stage;
- Touchpoints with a product/service and interaction channels;
- Customer actions on each stage;
- Expected by a customer result of interaction;
- Issues and obstacles keeping a customer from advancing towards the next step (this especially concerns a customer's mental state);
- Materials, tools, equipment used by a customer on each touchdown (optionally);
- KPI on a certain stage;
- Customer thoughts and emotions (marketers often quote customers here);
- Ideas and suggestions for an improvement of the servicing quality and detected issues fixing.

Once all of these aspects are worked through, you will get a complex plan for attracting new and retaining old customers.

Questions to ask:

As for the rows, you can create this by asking some of the following questions:

- What does the customer do at this stage?
- What do you (as the business) have to do at this stage?
- How does the customer interact with your business at this stage?
- What does the customer experience at this stage? (Both positive and negative experiences)
- How can this stage be improved to maximize positive experiences and reduce negative experiences?



Customer Touchpoint

Customer touchpoints are **your brand's points of customer contact**, from start to finish. ...
Touchpoint definition: A touchpoint is any time a potential customer or customer comes in contact with your brand—before, during, or after they purchase something from you.

Identify and Optimize Customer Touchpoints



“Where does my customer stand?” is a question 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.



Customer Journey Mapping

Stage	Awareness		Consideration			Decision		Delight
Touch Point	Facebook Posts	Facebook Page	Website	Email Enquiry	Phone Call	School Tour	Sign up	Referral
Customer process	Browsed Facebook and stumbled upon a post by your child care centre	Browsed through the posts and photo albums on Facebook Page	Searched and arrived at your school website via mobile phone	Signed up email enquiry	Scheduled a phone call to find out more	Asked about school curriculum	Considered the location and price. Decided to enroll after comparing.	Referred a friend after 2 months.
Experience								

Customer Lifecycle 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?

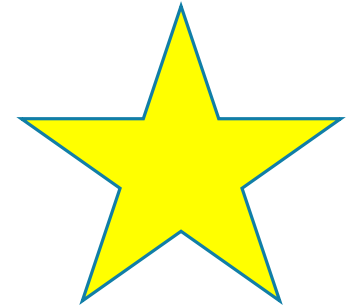
You can then extend the inventory of the touchpoints, thinking through the “mission” of each touch point and its role in growing brand awareness, customer acquisition, growth and retention. Core to this is making every interaction across each touchpoint contextually relevant to the customer.

Brand Touchpoints

Examples for 3 common touchpoint Categories



Branding For The People.



Customer Journey 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

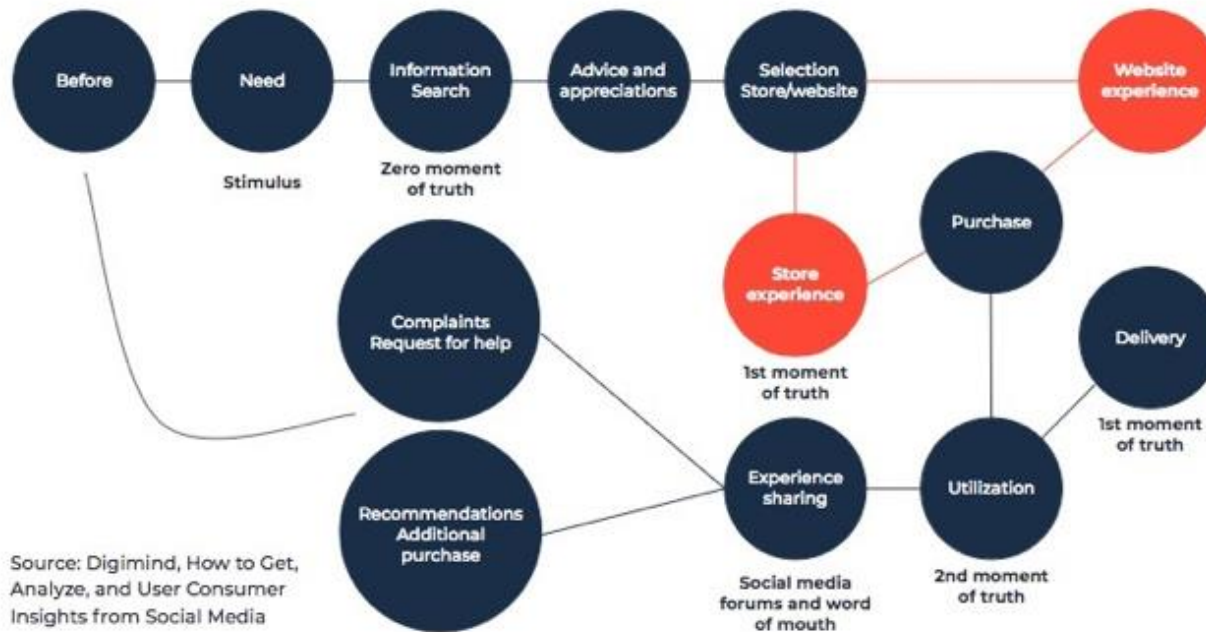
more effective marketing plans and form stronger relationships with customers. While the customer's journey is never a precise map, it is a valuable tool for businesses to grow and constantly improve.

EXAMPLES EXAMPLES

Template Examples

Customer Journey

Consumer Insights to Manage and Optimize the Customer Journey

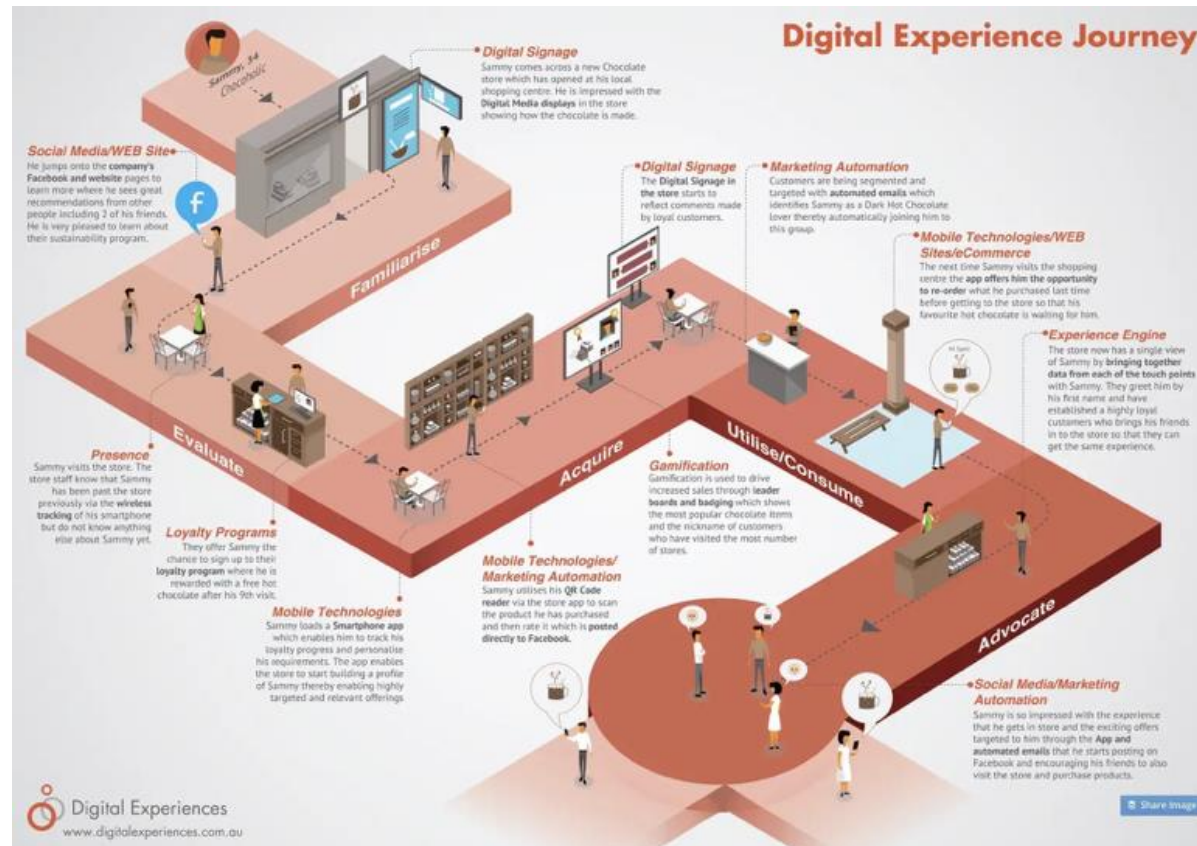


Source: Digimind, How to Get, Analyze, and User Consumer Insights from Social Media

Incorporating Influencer Marketing Throughout The Consumer Journey



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*

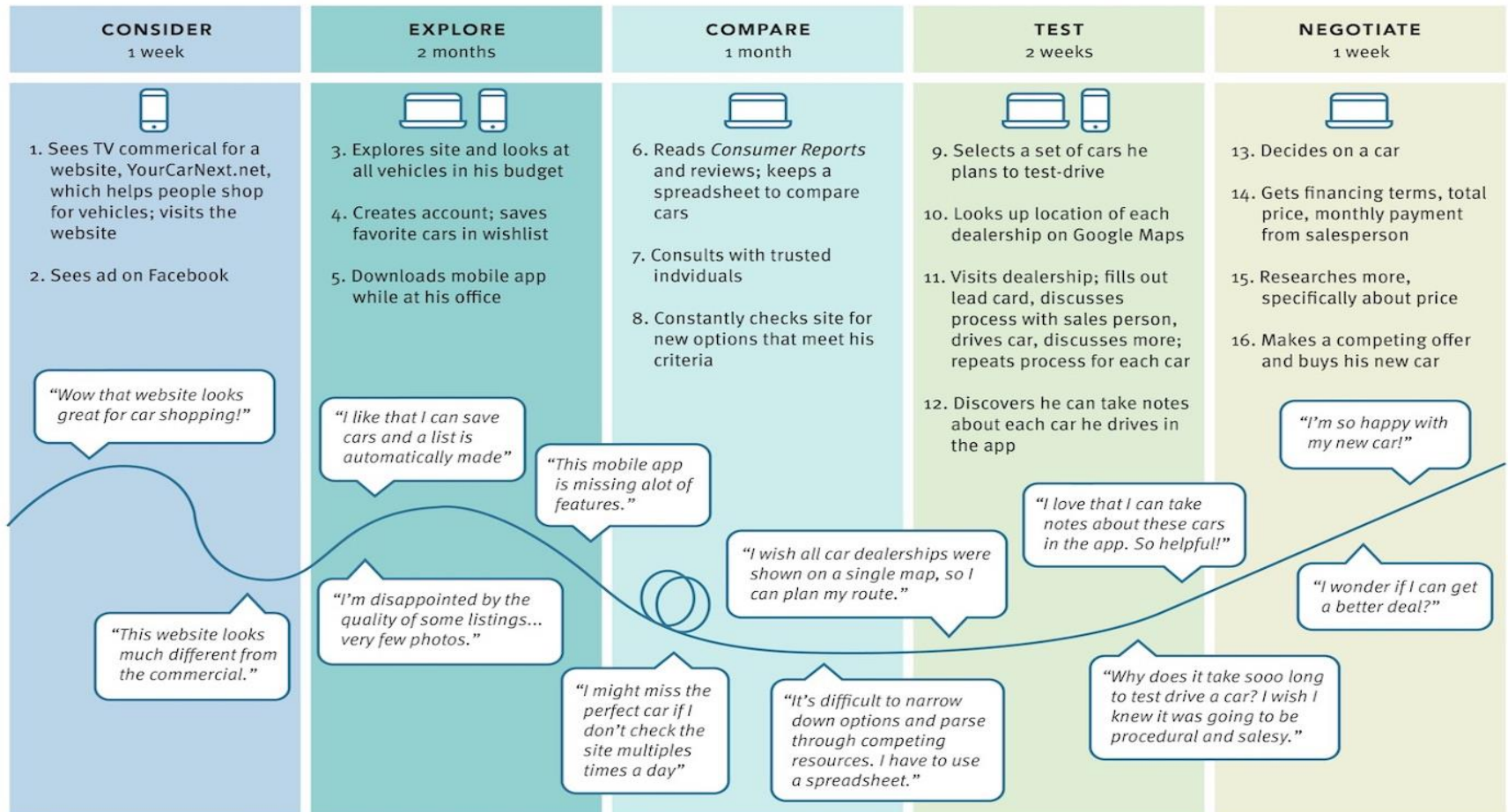


EMOTIONAL ERIC

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





Anna

Anna's airport experience

QUOTE

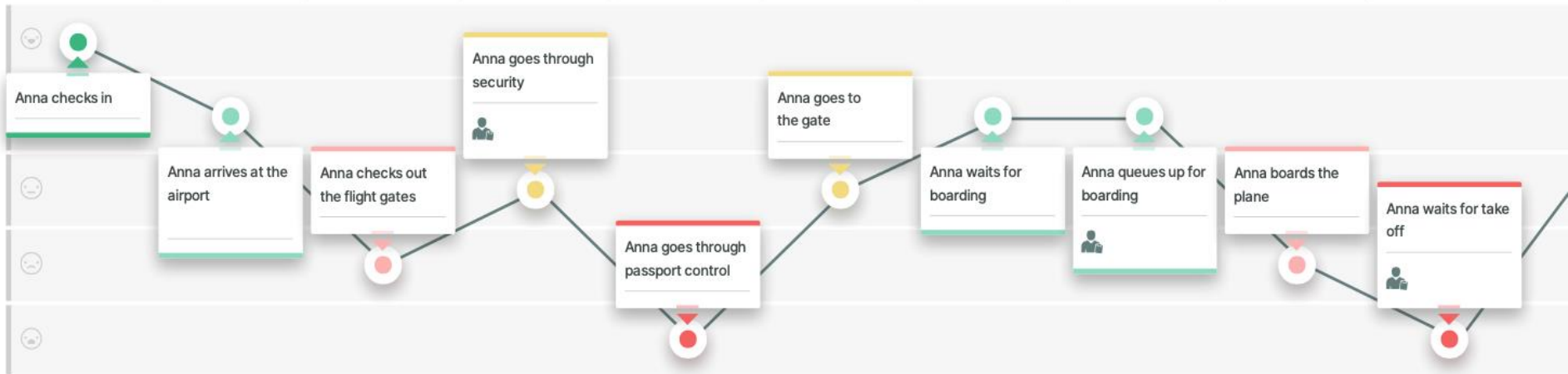
"Is there a faster way to do that?"

AVG. FLIGHTS

4 / year

JOB TO BE DONE

- ▶ When waiting for boarding, I want to have clear communication about boarding times and delays so I can relax while I wait.
- ▶ When sitting on a plane, I want to have enough space so I can work.



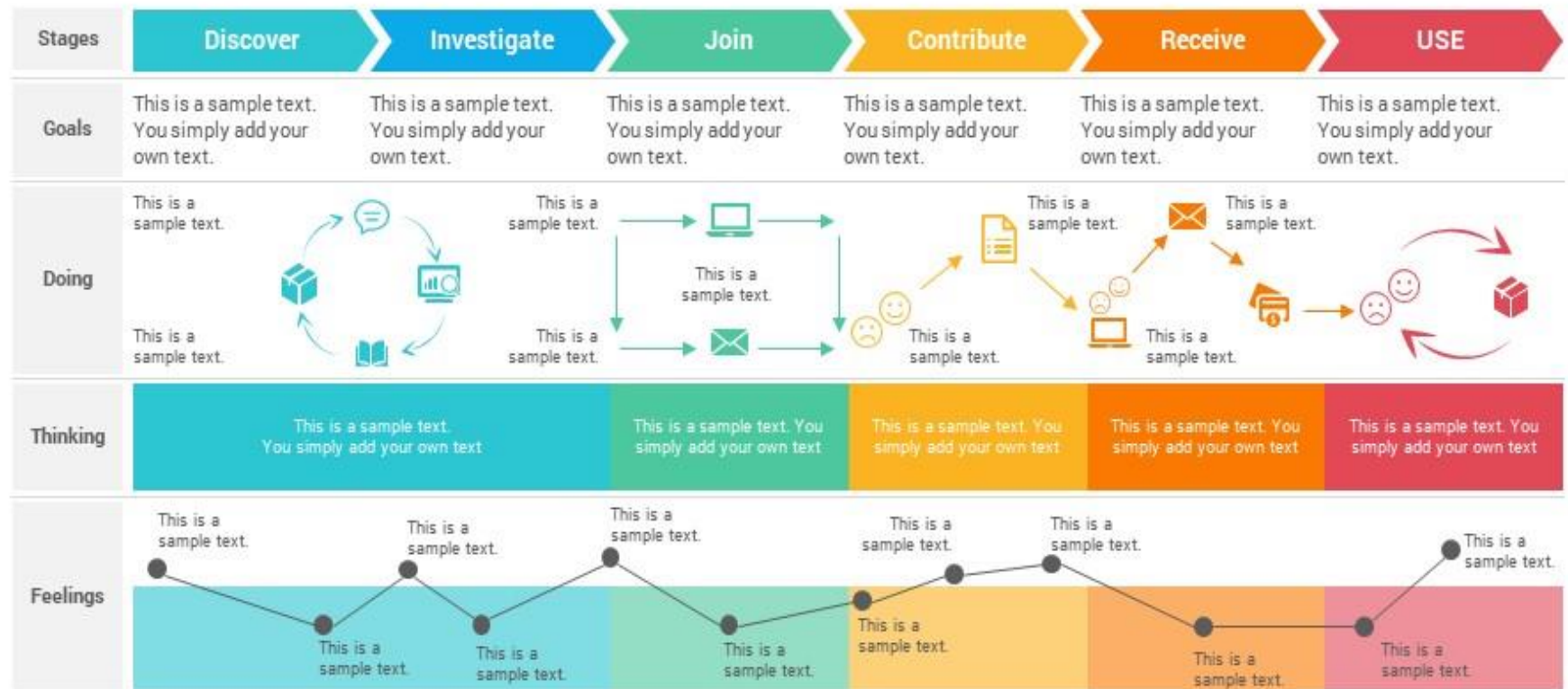
Pre-boarding experience

Flight experience



Customer Journey Map Template

Customer Journey Map Template





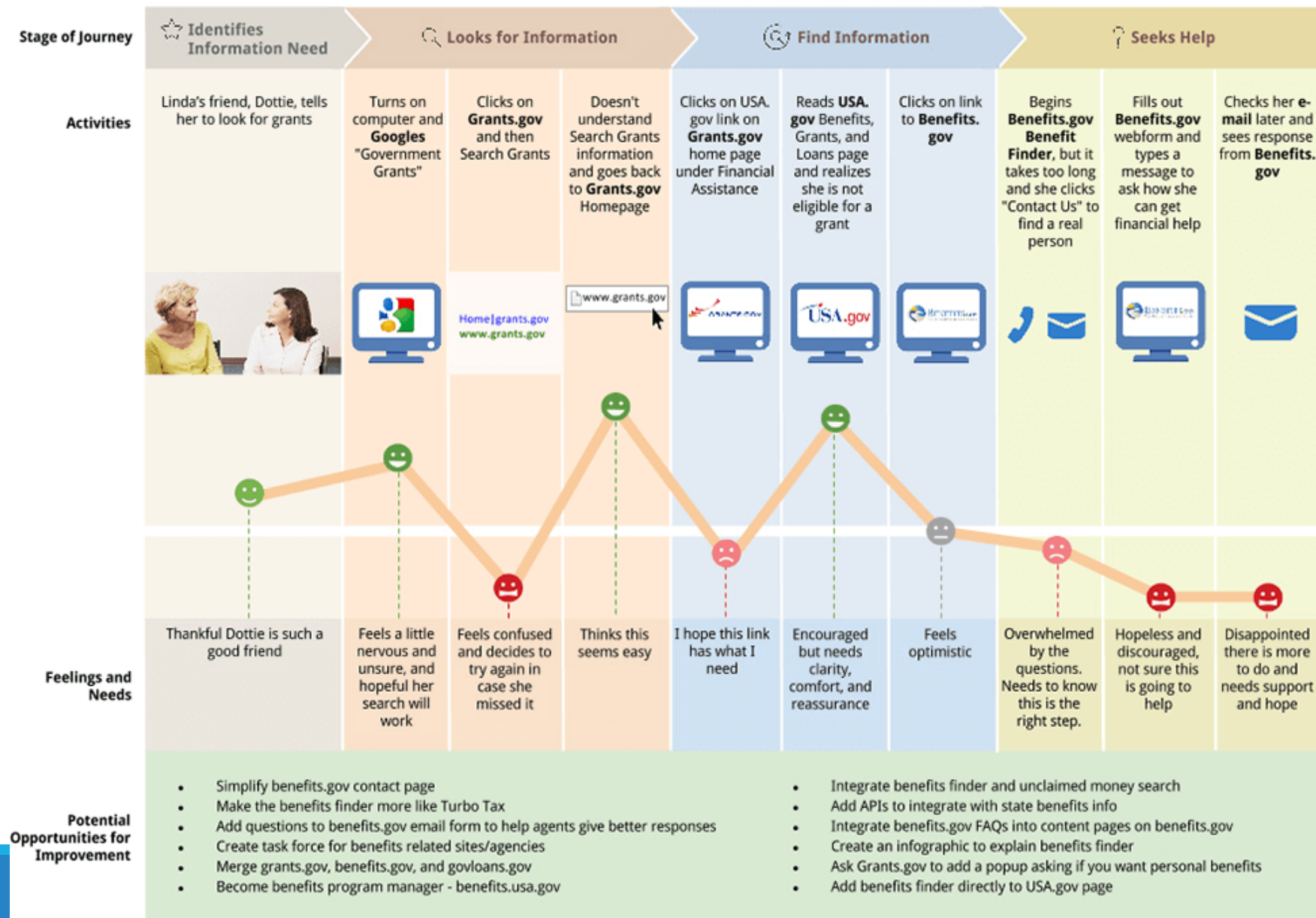
Brand Persona and Customer Journey

Examples



Linda's Journey Map

Browse information or learn more on a general topic



'Young Digerati' Sanderson's Journey



Meet me:

25 year old young professional, living in New York.

(Junior but super rated!) commercial real estate broker that I'm making my money, I know its time to paying better attention to it

I have a credit card, a checking account and a savings account with my bank

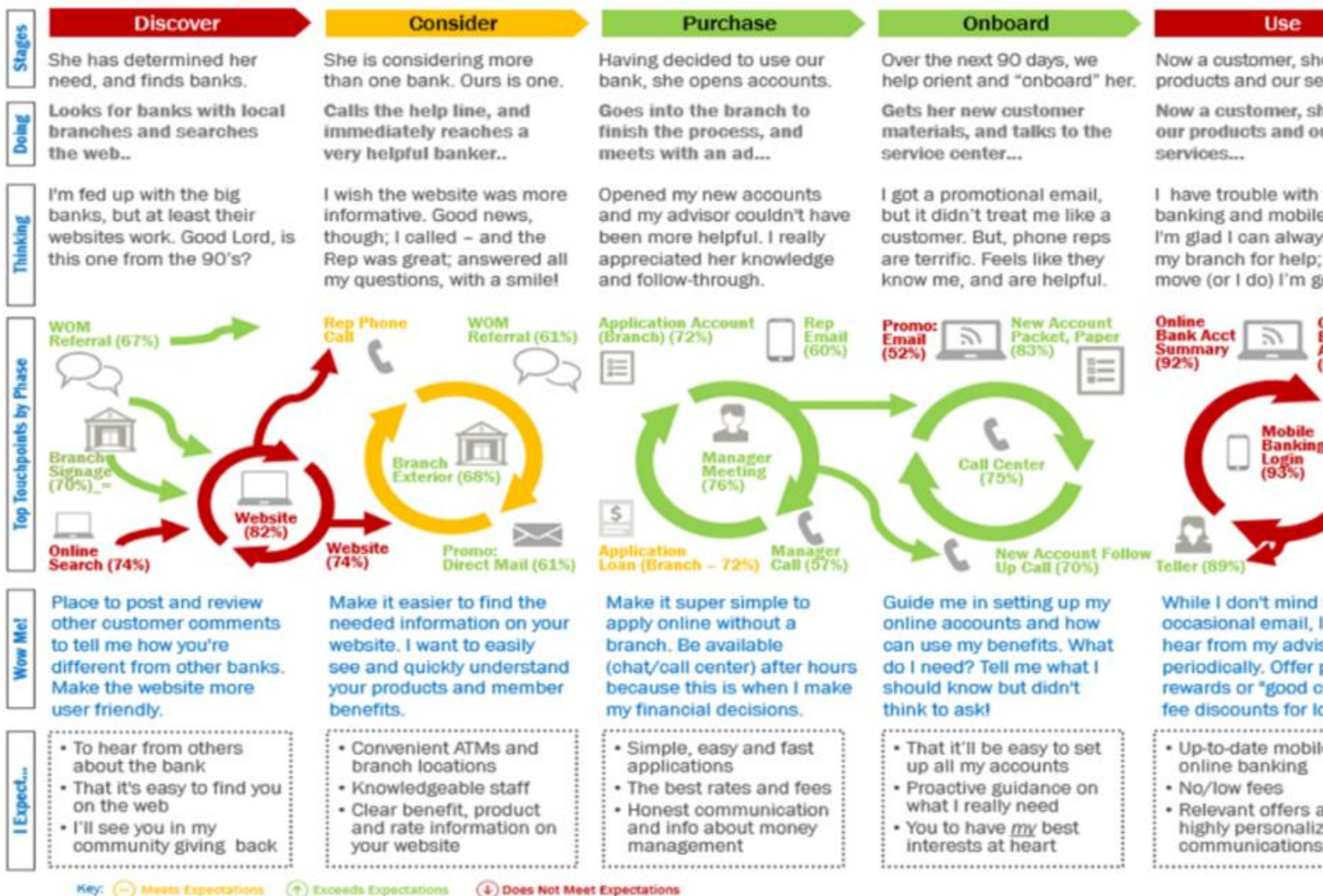
I have several credit cards - including yours - I can juggle quite well.

Typically I'd never go to a branch - I'd do my banking online, anywhere, anytime, online, ATM, mobile, branch."

6.8

able? 7.2

ive? 6.2



Retail Banking Customer Journey Map

Page 1 of 2



Steven Harvey

Age: 38

Location: San Francisco

Occupation: Financial Director

Family: Single, engaged

Income: Moderate - High

Technology: ★★★★★

Internet: ★★★★★

Social Influence: ★★★★★

Traits & Motivators:

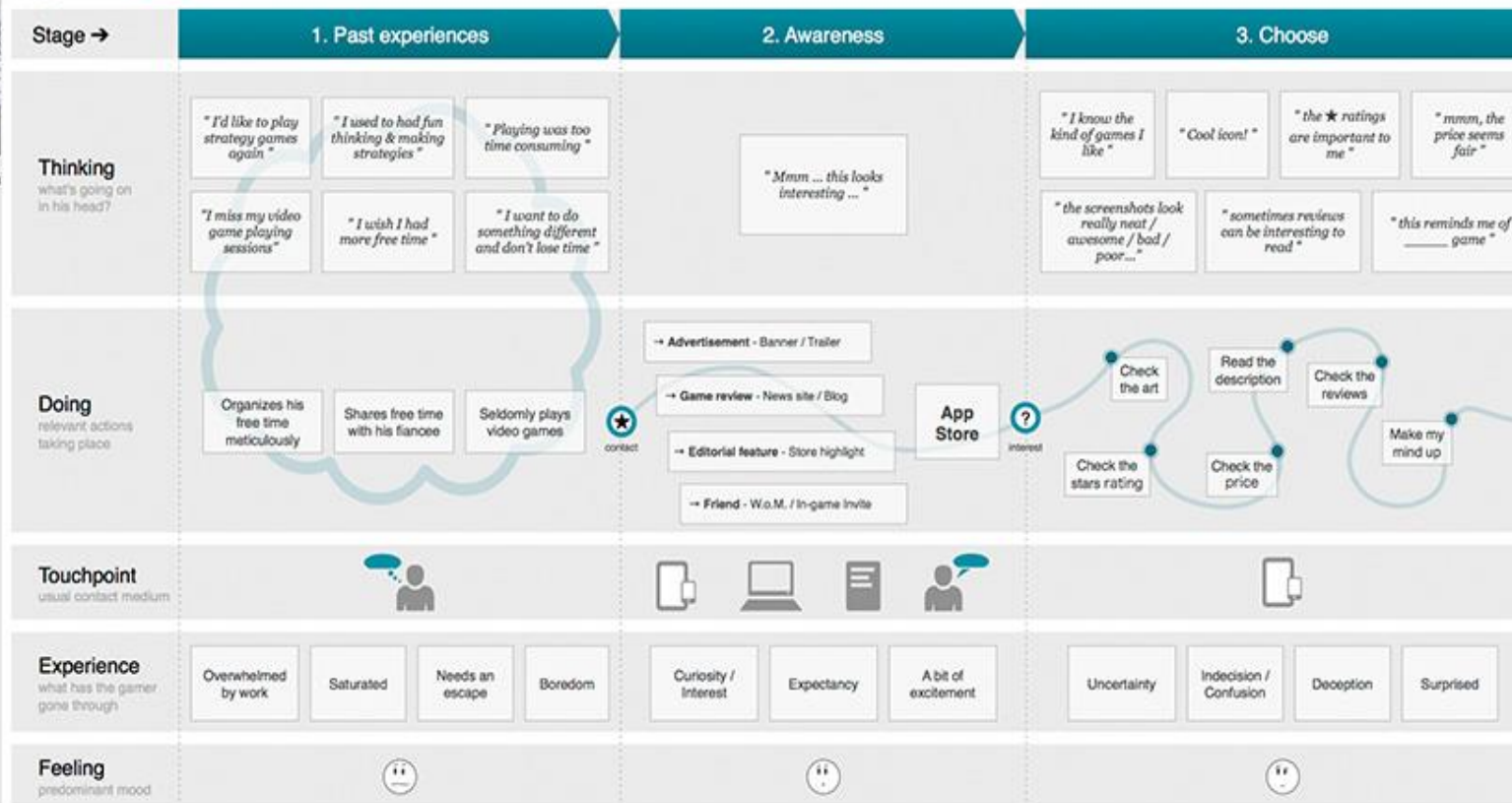
- Hard worker, makes a lot of extra hours
- Lone executive work
- Many meetings per day
- Little free time
- Manages a lot of money at work
- Quite stressed
- Measures and takes care of his time and free time
- Drives to work
- Speaks a lot on the phone
- Wants to have everything under control
- Cautious and very thoughtful
- Eats at his office
- Very polite
- Carries all his work gear with him
- Cheerful and Extroverted
- Seeks intellectual challenges
- Likes order and neatness
- Plays for disconnecting from his demanding "real life"



1

Genre gamer / Achiever - Explorer

Experience map v 1.0



Customer Persona used in a Customer Journey

- Start point
- End point
- Touch points in-between (post, phone call, website engagement)
 - Identify pain points or highlights
 - Note the emotions and thoughts - include quotes if you can
 - Add comments



User Persona: Alexander

Role: **Founder of AdventureTap & business owner**

Age: **45**

Relationship: **Married with 2 children under 12**

Background: **Founded his company at the age of 22 and now owns two small businesses**



Communication

Phone, email, whatsapp



Devices used

Mobile, laptop, iPad



Behaviour/personality

Drives an Aston Martin, detail-oriented, demanding, picky, more free time as he delegates, well travelled, will always negotiate on price, persistent



Needs (must do)

Provide with a personal number

Give as much detail as possible about villa and the area

Ensure visibility on process and contract

Provide testimonials

Quick response



Frustrations (must never)

Be unreachable contact wise

Increase the price

Not take them seriously

Say no to a request - within reason

“I don’t know who you are, so I am not going to book with you”

“Can you make sure there are drinks”

“I want you to organise everything- boat, driver, chef - give me options”

“This is my budget- find me something nice”

“I am going to be travelling for the next 3 days”

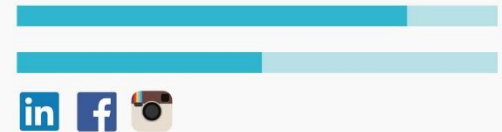


Technology

Internet

Mobile

Social Media



User Experience

Seamless multi-channel
Luxurious **Modern** Slick
High-end image led
Responsive DETAILED



Alexander's Experience Map

Role: Founder of AdventureTrap & business owner

Age: 45 Relationship: Married with 2 children under 12

Background: Founded his company at the age of 22 and now owns two small businesses

"I want you to organise everything- boat, driver, chef - give me options"

"This is my budget- find me something nice"

"I don't know who you are, so I'm not going to book with you"

RESEARCH

BOOKING

HOLIDAY

TOUCHPOINTS



RETURN HOME

USER PERSPECTIVES

RESEARCH

SELECT

BOOK

HOLIDAY

Highlight
Excitement

Pain Point
So many options
Not all sites match
my requirements

Highlight
It's got the
right calibre of
property that I
want

Pain Point
Found the
property on
another
site

Pain Point
Is it available?
I'm not ready
to book yet

Pain Point
Pdf won't open
Wetransfer looks
unprofessional

Highlight
Feel clever
for getting a
discount

Pain Point
Doesn't trust
the flow
Friends dispute

Pain Point
Paying the
deposit starts
panic sirens

Pain Point
Too long of a
wait
Paying the rest

Highlight
Need help to
organise extra
activities &
transfers

Pain Point
Is it going to
be as good

NOTES & COMMENTS

- PDF's
- Concierge call back
- Discuss options
- Set price margins
- Clear terms

- Site looks professional
- Fast response
- Organic traffic
- Word of mouth
(e.g at dinner parties)

- Exclusive supplier
- Build good relationships
- Direct line (whatsapp)

- Visible contracts
- Negotiation on money
- Give recommendations
- Hands on approach
- E.R gift as soon as booked

- Visibility on additional features
- Honesty when it comes to money
- Discretion is a big factor
- Tours of the villa's - to soothe

- Welcome pack
- Guide to the area,
- Emergency contacts
- Catalogue of villas for future
(on return from holiday)

USER PERSPECTIVES

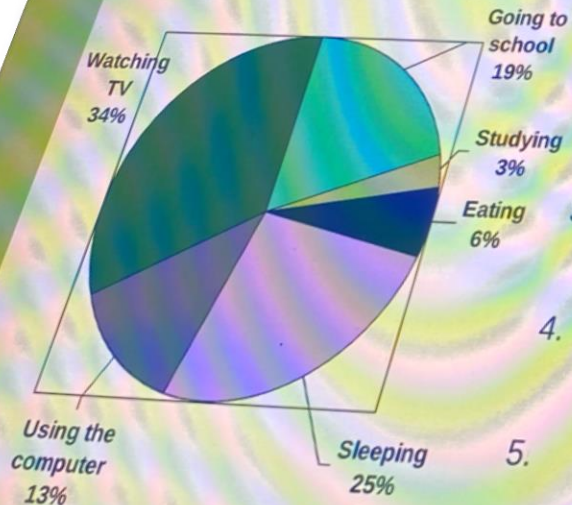


A DAY IN A LIFE RESEARCH

Why is it important?

A Day In The Life also **helps the researcher gain insight into the needs, behaviors and goals of the user**. In this method, individual participants who are representative of the users we are designing for, are followed and observed to understand how they spend their typical day and activities that make up their day.

Typical Teenager Day



- Looking at the pie chart, answer the following questions
1. What percentage of the day is spent watching TV?
 2. How many hours are spent sleeping?
 3. What activity takes the least amount of time?
 4. What activity takes up a quarter of the day?
 5. What 2 activities take up 50% of the day?
 6. What 2 activities take up 20% of the day?



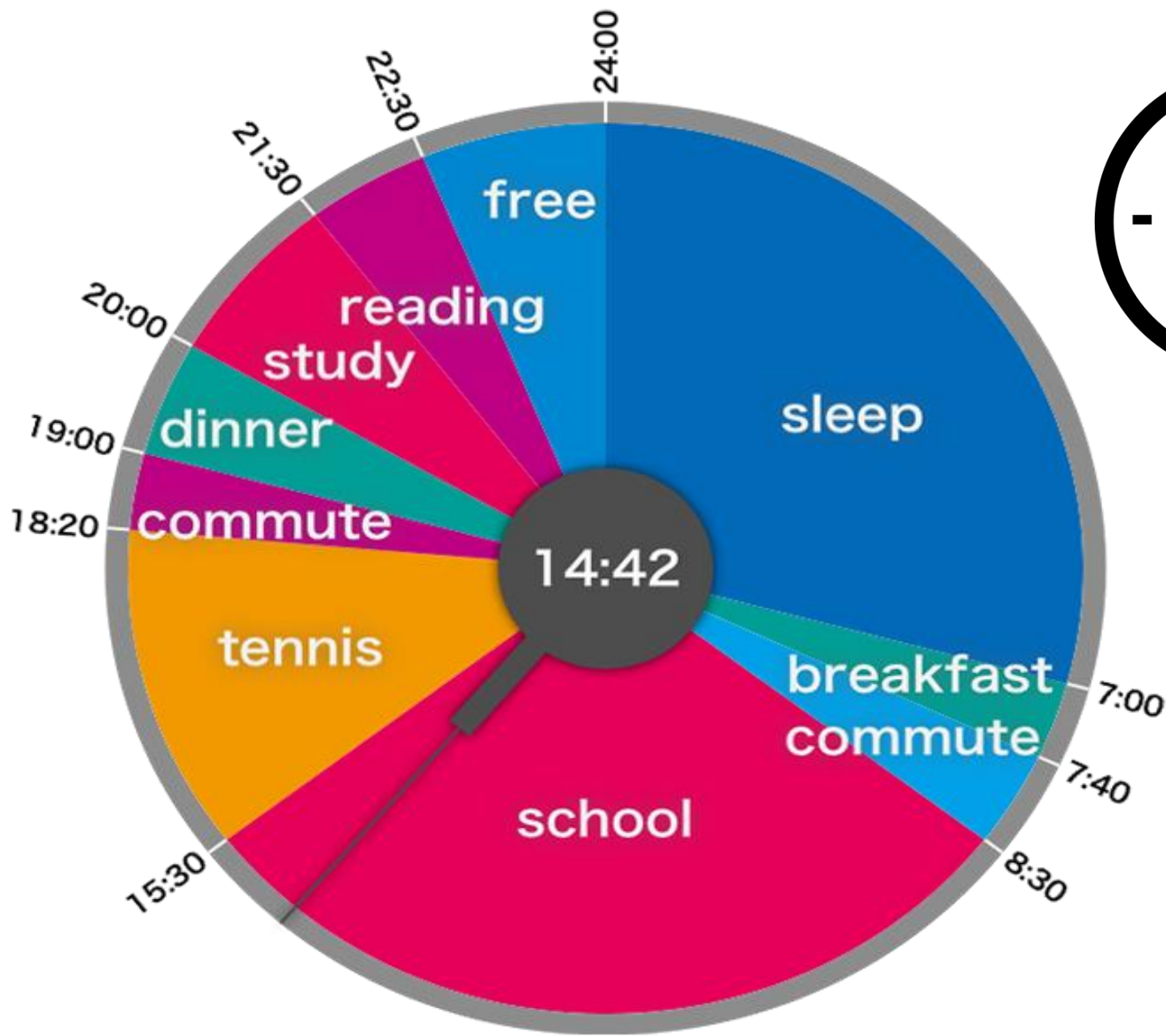
A Day In The Life is a type of ethnographic study where **the researcher follows and observes a user through a typical day**. The objective of this activity is for the researcher to understand the routine and typical activities of a user that the user performs by mere habit and that the user would perform subconsciously.

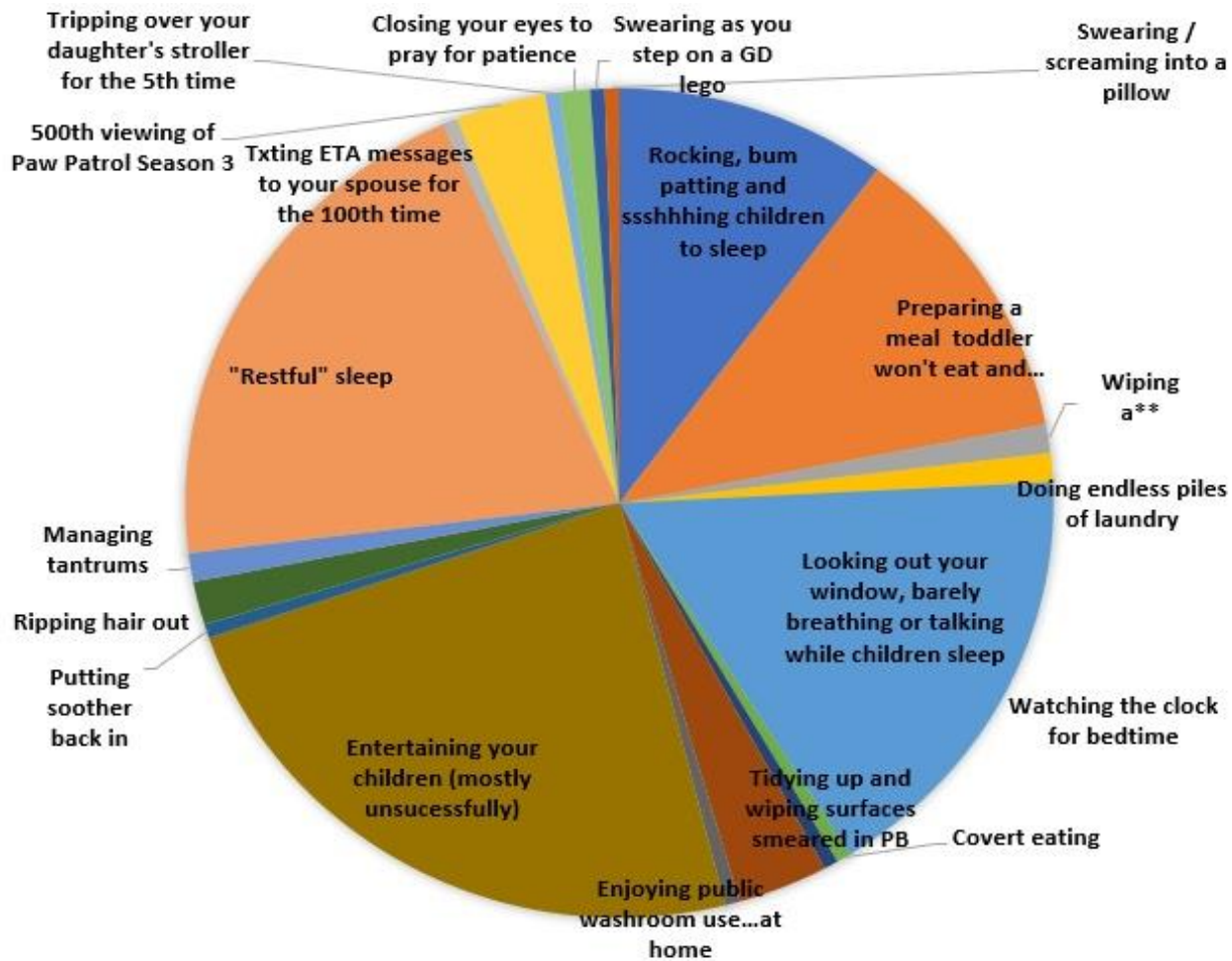


What is Observation Research?

Observation research is a **qualitative research technique where researchers observe participants' ongoing behavior in a natural situation.** ... The purpose of this type of research is to gather more reliable insights. In other words, researchers can capture data on what participants do as opposed to what they say they do.

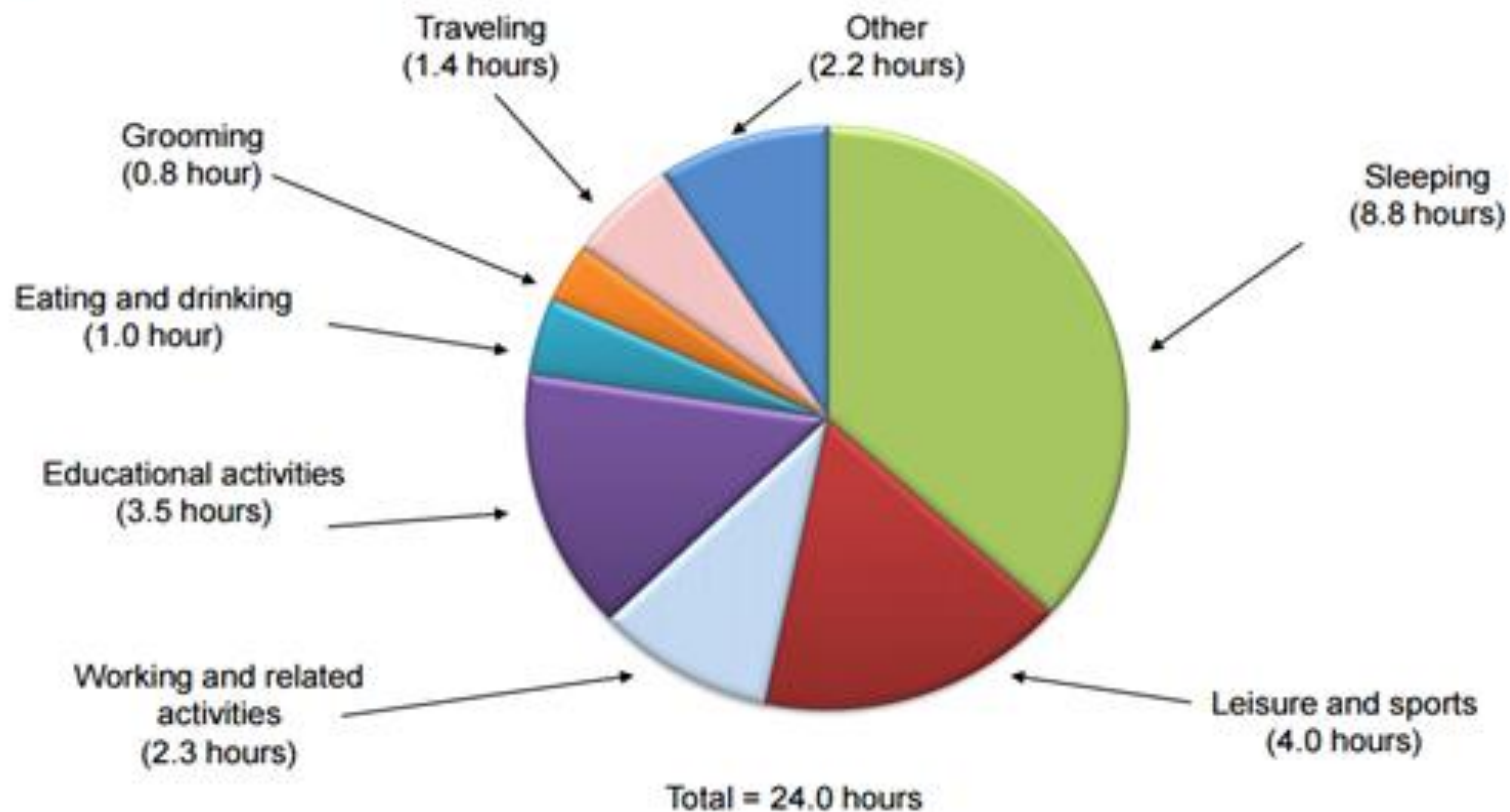








Time use on an average weekday for full-time university and college students



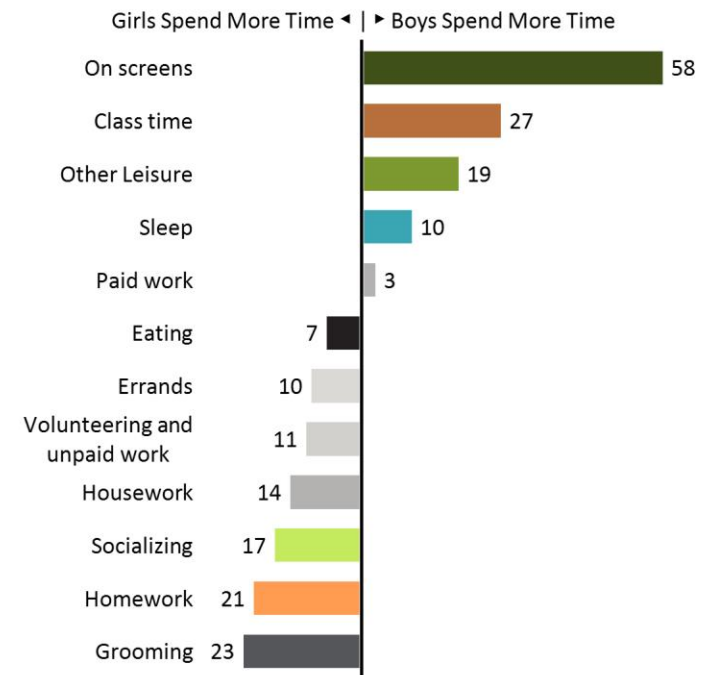
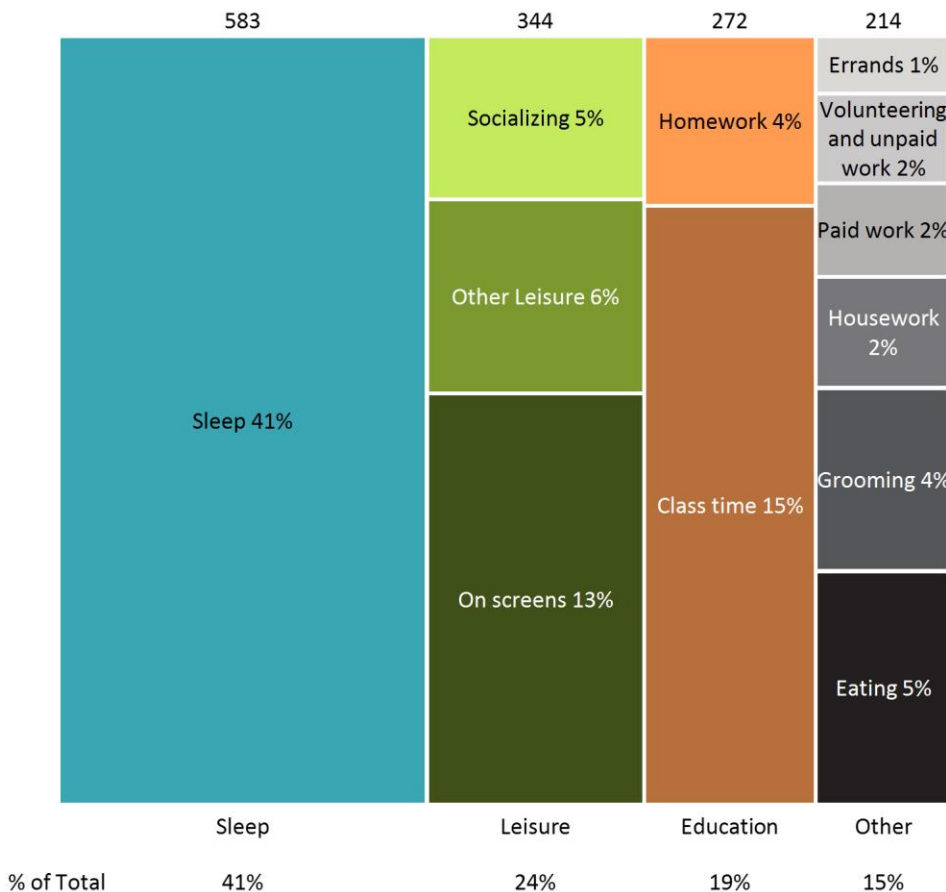
NOTE: Data include individuals, ages 15 to 49, who were enrolled full time at a university or college. Data include non-holiday weekdays and are averages for 2011-15.

SOURCE: Bureau of Labor Statistics, American Time Use Survey

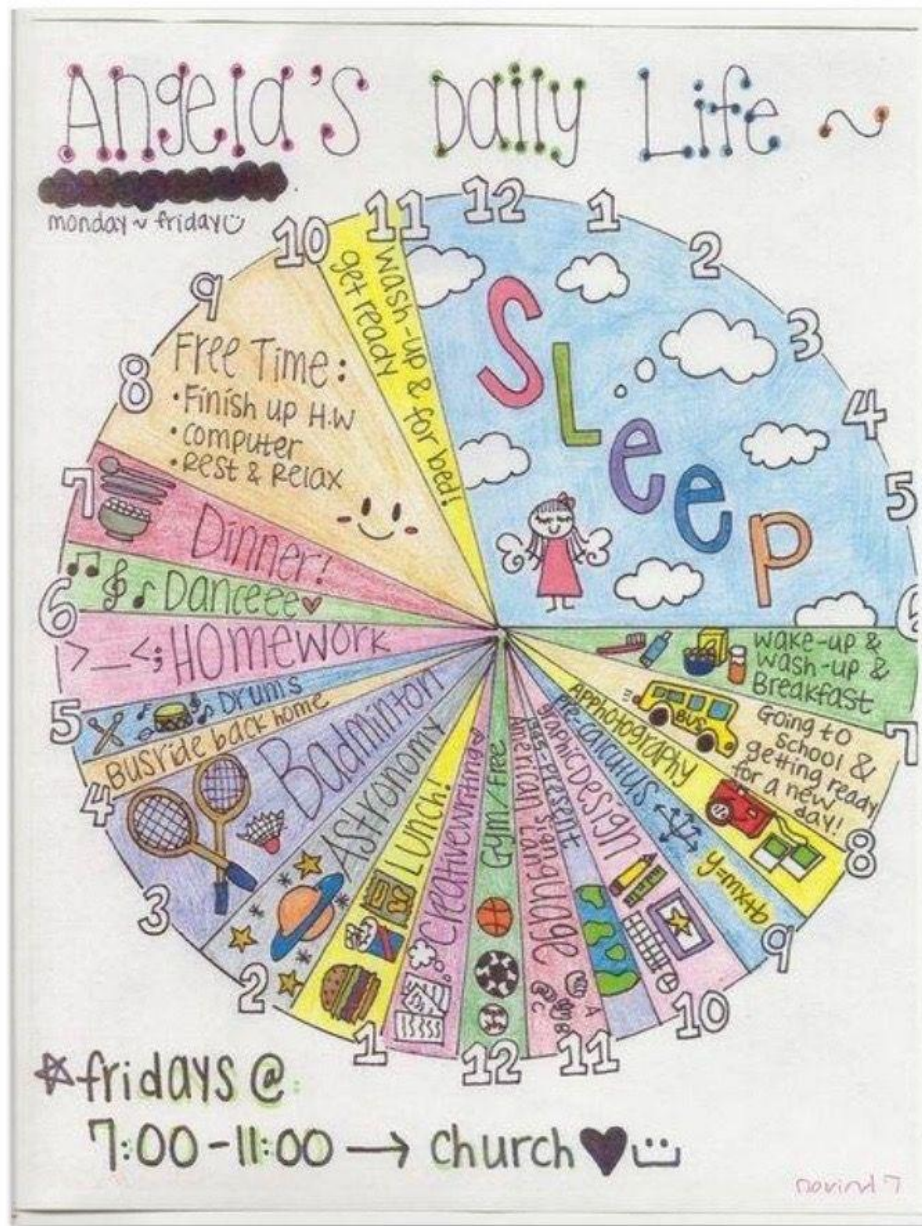
How Do Teenagers Spend Their Time?

Sleep and leisure activities take up most of a teenager's day. Boys spend more time on screens and in class, while girls spend more time on homework and grooming.

Minutes Spent per Day for All Teenagers



Difference Between Time Spent by Boys and Girls in Minutes





SMB Teamwork

Day in the life – Small Business Owner

Melissa is a Small Business Owner with twenty employees; some are based in a neighboring city while others work from home. She uses Microsoft Teams to help manage client relationships and new business efforts for her consulting business, MC Consulting.

7:45 AM
@Melissa
Melissa starts the day at home by checking her Activity Feed for notifications.

8:30 AM
While commuting to the office, she uses Microsoft Teams smartphone app to join the daily status meeting.

9:30 AM
Once in the office, she accesses the latest version of their new business proposal for BN Finance in the Files tab. Melissa spends the next hour working with team members who sit in the other office to co-edit their PowerPoint proposal.

10:30 AM
She checks the Planner tab to ensure assigned tasks and due dates are completed for key milestones for their upcoming new business presentation.

11:45 AM
Melissa schedules a meeting to discuss Smith Interior Design's project, and creates a new channel within Teams. She posts a link to the proposed plan and invites key team members to provide feedback.

12:00 PM
Within the Teams channel, she checks the status of BN Finance's plan via Trello, which is integrated into Teams.

1:00 PM
While grabbing lunch Melissa @mentions David and asks him to add slides to their new business proposal.

1:45 PM
Melissa hops on a video call and shares her screen with the client to discuss their plan for an upcoming new project.

3:00 PM
She reviews her activity feed and sees she has been @ mentioned requesting approval on the most recent version of BN Finance's proposal.

4:30 PM
Melissa leaves the office to pick up her son from basketball practice. While waiting, she uses the Microsoft Teams smartphone app to send David a chat to discuss next steps on finalizing their new business proposal.

5:00 PM
On her way home, she jumps on a quick call with David via Teams to walk through the proposal details together.

8:00 PM
After dinner, Melissa finalizes the proposal by searching Teams to locate all conversations and files related to the project and synthesizes the feedback.

 Include your contact info or logo here



Group Assignment: CAR Customer Journey



Create a Customer Journey Map by using customer insights both primary and secondary information for your Car Brand by utilizing your existing buyer personas.

Maximum one page ppt slide (excluding cover page and appendix) . Please feel free to choose any template .

Due next week. Q&A only, no need to present next week.

Remember as brand managers, practice your creativity....Enjoy 😊

