

# Customer Journey Mapping

## Ignite Your Customer Experience.



Koodo Mobile employee reviewing their Customer Journey Map

### What is it?

Your marketing and customer experience team needs accurate information about your customers' current and preferred experience with your organization. Grounded in this clarity, your team can prioritize the changes that will be most effective to improve customer satisfaction and positive word-of-mouth.

A Customer Journey Map is a complete picture of the experiences and interactions before, during and after engaging with your company and brand. The map defines the needs of a specific segment of customers and the emotional response and thoughts or questions that arise as a result of interacting with your team and other touch-points along their journey of discovery, selection and use.

### Who is it for?

As a Marketing Lead or Customer Experience Manager you know the power of bringing your team together to deliver a seamless and differentiated customer experience. Customer Journey Maps allow you and your team a peek into the customers' world, how your brand fits within it, and where you can make the most impact.

### Why is it useful?

Teams need an easy way to get on the same page. Customer Journey Maps literally get you on the same page as your customer with a powerful visual tool that stimulates and guides collaborative discussion and decision making. The end result is powerful shared understanding: of customer needs, and of prioritized opportunities to enhance customer experiences.

The map can be as broad or as specific as required (although specificity is encouraged to identify actionable insight).

### How is it applied?

A series of facilitated mapping sessions are executed with key customers and company stakeholders. Copious amounts of Post-It® Notes are used, and a custom-built Customer Journey Map to explore and define the steps, thoughts, feelings and actions customers are experiencing is constructed. We also identify pain points and opportunities for improvement.

If you feel your team already has a deep understanding of your customer needs, a Customer Journey Map can be developed in a few days.

However, if you want to engage your customers in the process (which we recommend), then it can take a few months. Our clients tell us the extra time is well worth the powerful results, because the voice of the customer validates and refines the internal perspective.

### Now What?

If you are interested in learning more about how we engage teams and customers to develop Customer Journey Maps [let's set up a conference call](#) to walk through the elements. We will then analyze one of your own experiences as a customer and fill in the blanks. This direct experience is the best way to get a feel for what is included in a Customer Journey Map and how you might apply it.

Feel free to review [Patrick's experience](#) working with Strategic Fuel to develop a Customer Journey Map at Koodo Mobile.