



How To Craft A Customer Journey Map

1 Hold a Discovery Meeting

- Organizations agree on timeline, objective and meeting needs
- Leverage existing research, personas, segments and learn what customer seeks

2 Employee Workshop

- Identify the steps and high level things a customer encounters with the brand
- What is the goal of the customer
- Determine all touchpoints in the journey

3 Qualitative + Quantitative Validation

- In-person focus groups/chat room structure
- Conversion experience, get feedback
- In-depth interviews and deep dives.
- Deploy Survey

4 Final Report & Map

- Issue a detailed report from all the meetings, exercises, and research on what drives customer experience.
- Highlight stakeholders role

5 Action Plan + Blueprint

- Who is responsible for making the customer happy and what their role is

6 Design New Experience Workshop

- A final session to get more top of mind ideas.
- Accept all ideas, these could be the differentiators in the marketplace

