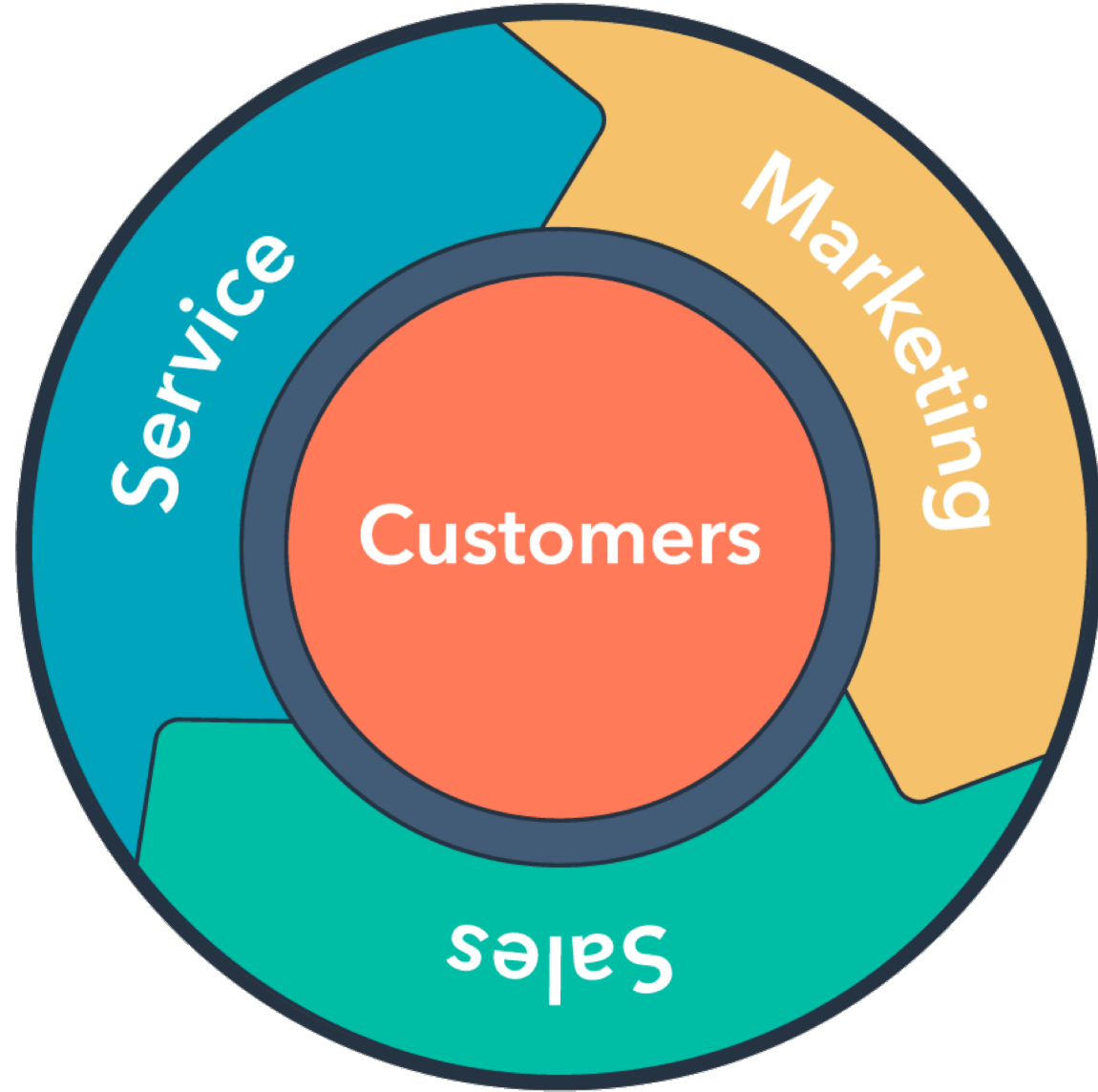# Understanding the customer journey
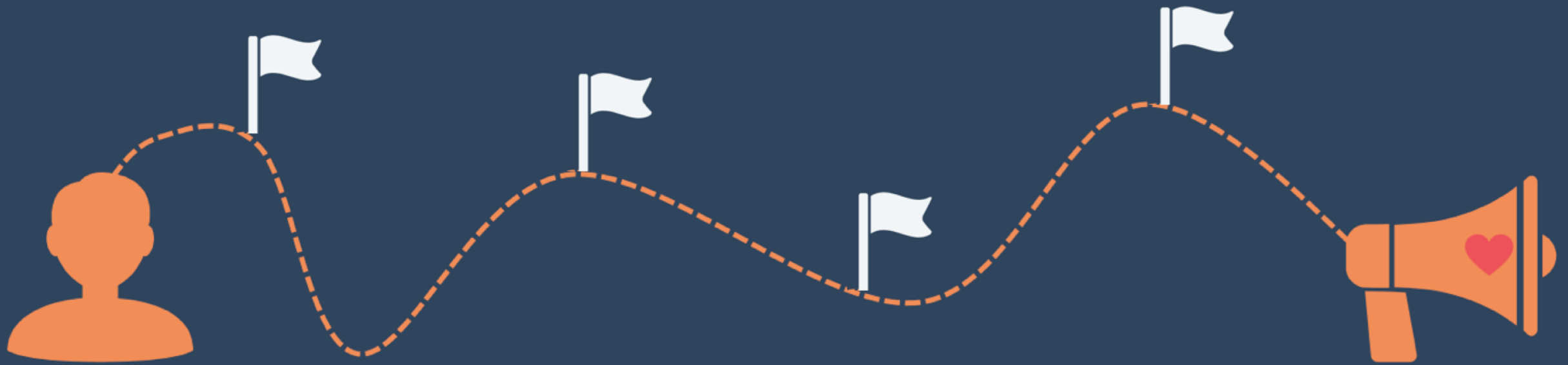
80%

Companies that offer first-class customer experiences tend to grow faster and more profitably. These companies are also **80%** more likely to retain customers.

The customer's journey consists of a series of touchpoints that together add up to an end-to-end experience.

Marketing teams

Generate content

Capture leads

Nurture leads

Sales Teams

Engage with potential buyers

Demonstrate the value of the offering

Close deals

Customer Service/Success Teams

Educate customers on how to use service or product

Resolve customer issues

Customer Journey Map

A visual representation of the process a customer or prospect goes through to achieve a goal with your company

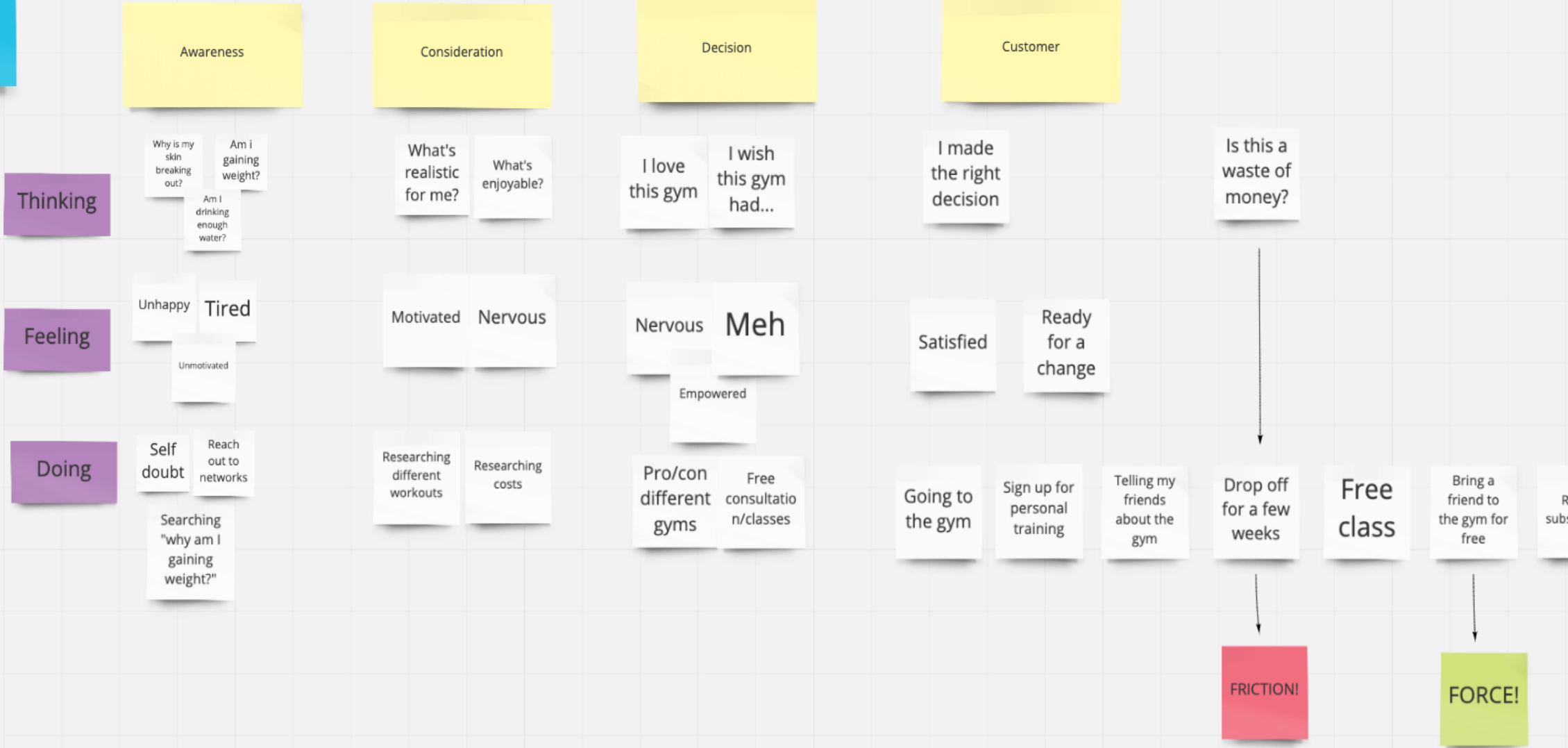# A customer journey map is important for 3 reasons:

- It aligns your company around a customer narrative.

- It highlights points of force and friction in the customer experience.

- It brings your customer-facing teams together to make critical decisions on what needs to be improved.

Creating a customer journey map

Buyer Persona: 23-35, super busy, want to get fit, working professional, 50k USD salary

	Awareness	Consideration	Decision	Customer	
Thinking	Why is my skin breaking out? / Am i gaining weight? / Am I drinking enough water?	What's realistic for me? / What's enjoyable?	I love this gym / I wish this gym had...	I made the right decision	Is this a waste of money?
Feeling	Unhappy / Tired / Unmotivated	Motivated / Nervous	Nervous / Meh / Empowered	Satisfied / Ready for a change	
Doing	Self doubt / Reach out to networks / Searching "why am I gaining weight?"	Researching different workouts / Researching costs	Pro/con different gyms / Free consultation/classes	Going to the gym / Sign up for personal training / Telling my friends about the gym	Drop off for a few weeks / Free class / Bring a friend to the gym for free

FRICTION!

FORCE!

Pro Tip:

Before creating a customer journey map, make sure you've created at least one buyer persona.

4 best practices for creating a customer journey map:

1. Set the stage.

2. Document what your buyer persona is thinking, feeling, and doing.

3. Pay close attention to points of force and friction.

4. Analyze the big picture.

Buyer Persona: 23-35, super busy, want to get fit, working professional, 50k USD salary

Awareness

Consideration

Decision

Customer

Thinking

- Why is my skin breaking out?
- Am i gaining weight?
- Am I drinking enough water?

- What's realistic for me?
- What's enjoyable?

- I love this gym
- I wish this gym had...

- I made the right decision

- Is this a waste of money?

Feeling

- Unhappy
- Tired
- Unmotivated

- Motivated
- Nervous

- Nervous
- Meh
- Empowered

- Satisfied
- Ready for a change

Doing

- Self doubt
- Reach out to networks
- Searching "why am I gaining weight?"

- Researching different workouts
- Researching costs

- Pro/con different gyms
- Free consultation/classes

- Going to the gym
- Sign up for personal training
- Telling my friends about the gym
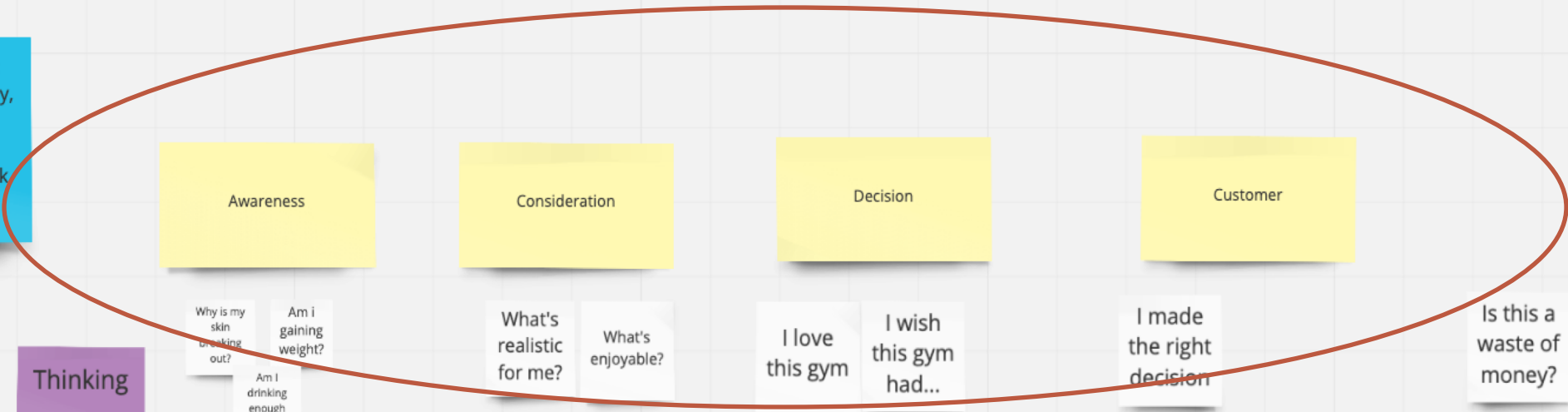
- Drop off for a few weeks

- Free class

- Bring a friend to the gym for free

- subs

FRICTION!

FORCE!

Buyer Persona: 23-35, super busy, want to get fit, working professional, 50k USD salary

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Consideration

Decision

Customer

Is this a waste of money?

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I made the right decision

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FORCE!

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