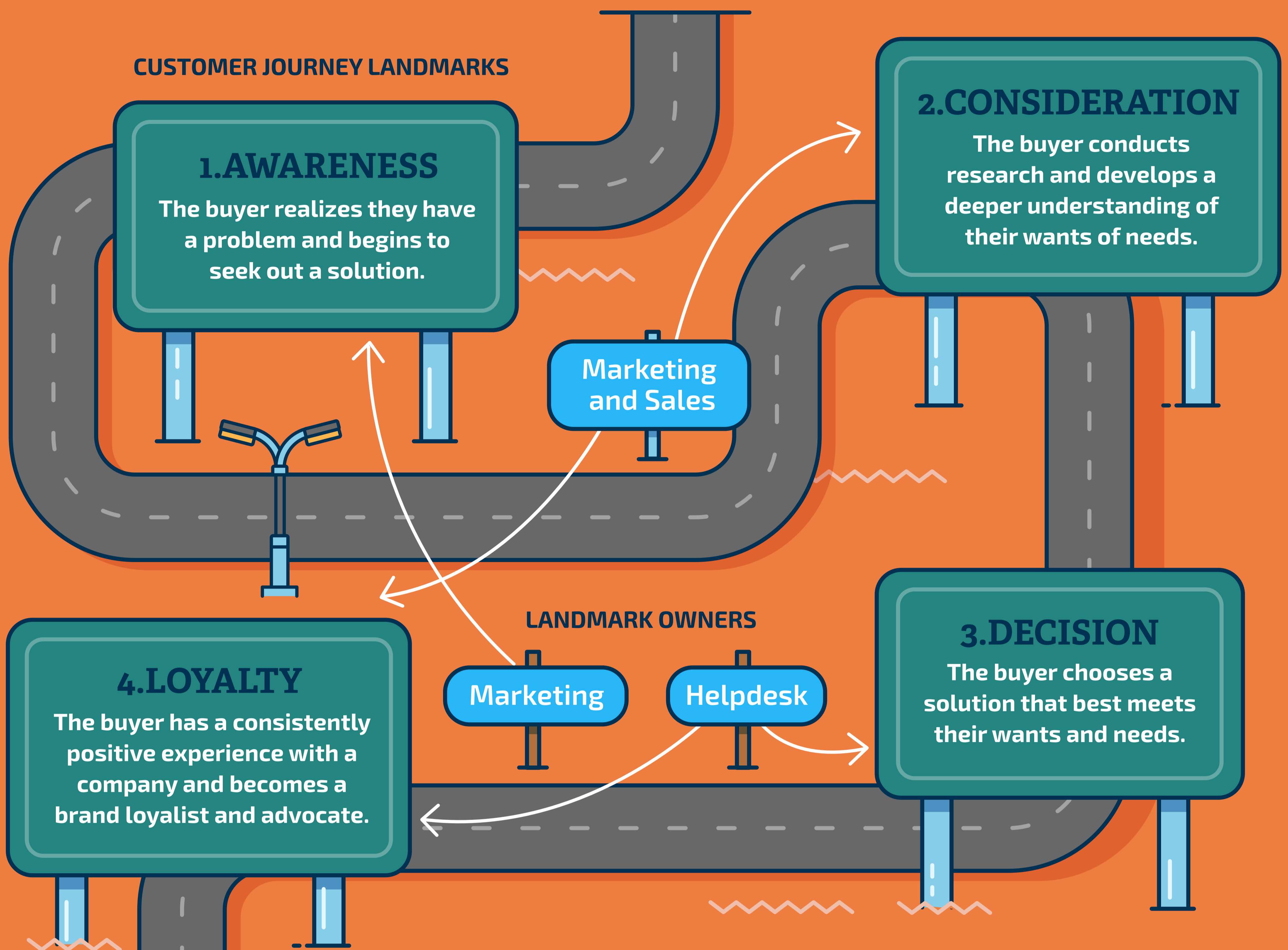




# What is Journey Mapping and How to Use it Well

The customer journey is the step-by-step process a prospect takes to become a customer. This journey isn't measured in miles but interactions with your company. From a social media post, search query, or website visit to a blog article, sales conversation, or customer support call; every interaction nudges the prospect forward through the sales funnel and - if you do it right - all the way to customer loyalty. The customer experience is how a customer feels about all these interactions.



**THE CUSTOMER JOURNEY IS GROWING MORE COMPLEX**

## 86% of Shoppers

use more than one resource to shop, such as blogs, reviews, social media, catalogues and in-store browsing

The number of interactions between customer and company during the customer journey increases by about

**20% each Year**

**BY 2020 CUSTOMER EXPERIENCE WILL BE MORE IMPORTANT TO BRAND SUCCESS THAN PRICE AND PRODUCT**

The average resolution time for customer tickets is

**3 Days, 10 Hours**

Recommended: 1 day

**CUSTOMER EXPERIENCE EXPECTATIONS**

1. Personal
2. Frictionless
3. Data Driven
4. Empowering

The average First Response Time (FRT) for customer tickets

**7 Hours, 4 Minutes**

Recommended: 4 Hours

**HELPDESKS ARE STRUGGLING TO UPHOLD AN EXCEPTIONAL CUSTOMER EXPERIENCE**

The % of call volumes are callbacks from previous unresolved issues

**20-30%**

## Customer Support Journey Mapping

allows help desk teams to visualize the customer support process, including every interaction and emotional response, to identify weaknesses, eliminate inefficiencies, anticipate customer interactions, and improve the customer support experience.

