

Landmarks in Mapping Your Customer Journey

START HERE

Establish Customer Personas:

- Average Age
- Location
- Education
- Income
- Household size
- Personal Goals
- Interests

Define Your Presale Customer Stages...

- Need
- Research
- Selection
- Purchase

...As Well as Post-Sale Stages:

- Reception
- Product Use
- Maintenance
- Recommendations to Others

Consider Customer Channels Through Each Stage:

- Marketing
 - Email, Phone, Social Media
- Research
 - Website, Forums, Store
- Purchase
 - Website, Store, Contact Center
- Support
 - Website, Forums, Contact Center

Consider the Emotional Impact:

- Of Each Stage
- Of Each Channel

Repeat this Exercise for Each Customer Persona

FINISH

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with Our Free Guide**

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