

Instructions for filling out the Customer Journey Map

Here's short legend to understand the customer journey map better. To fill in the template, you can start with the customers stages and move down from there in this given order.

Stages: High level stages of your company's customer journey from awareness to the purchase to loyalty and advocacy.

Customer actions: What does your customer do in different stages of the customer lifecycle?

Customer goals: What does the customer want to achieve in each phase of the customer journey? What is your customer's *job to be done* in general and how it shows in different stages?

Touchpoints & channels: What channels and touchpoints act as the points of interaction between the customer and the organisation?

Experience: How well do you fulfil the customer expectations? What is the perceived level of customer experience? You can also describe thoughts and feelings here.

Business goal: What is your company trying to achieve here? What is success in each point of the journey from a company's point of view?

KPI: Measuring your business goal. How well are you doing in each stage business-wise? Are you improving toward your business goal?

Organisational activities: What does your organisation do to support and improve customer experience in each stage?

Roles responsible: What roles or departments are responsible for the customer experience in each stage of the journey?

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<https://www.columbiaroad.com/blog>

Example of an online grocery store

STAGE	AWARENESS	CONSIDERATION	DECISION	DELIVERY & USE	LOYALTY & ADVOCACY				
CUSTOMER ACTIVITIES	Hear from friends, see offline or online ad, read from newspapers	Compare & evaluate alternatives	Add groceries to shopping cart	Make an order	Receive or pick up on order	Contact customer service	Enjoy groceries	Order again and/or order more	Share experience
CUSTOMER GOALS	No goals at this point	Find the best solution to buy food	Find and select products easily, get inspired	Order effortlessly	Receive or pick up an order effortlessly and when needed	Get help if problems appear, request for refund	Have the right and good quality ingredients	Repeat good customer experience	Share feelings, give feedback
TOUCHPOINTS	Word of mouth, traditional media, social media	Word of mouth, website, brick & mortar store, social media	Website, app, order confirmation email	Delivery service, packing, messages (email, SMS, phone call)	Phone, email, chat	Food products, packages, other materials	Word of mouth, social media		
EXPERIENCE	Interested, curious	Requires effort but excited	Excited	"Payment is painful"	Requires effort, happy when received	Frustrated	Satisfied	"This is easy"	"I have to share this"
BUSINESS GOAL	Increase awareness and interest	Increase number of website visitors	Increase shopping cart value & conversion rate	Increase online sales and conversion rate	Deliver on time and minimise the delivery window	Increase customer service satisfaction, minimise waiting time	Make products to match expectations	Increase retention rate and order value and/or frequency	Turn customers into advocates, turn negative experiences into positive
KPIs	Number of people reached	New website visitors	Shopping cart value, conversion rate	Online sales, conversion rate	On time delivery rate, average delivery window	Customer service success rate, waiting time	Product reviews	Retention rate, order value and frequency	Customer satisfaction
ORGANISATIONAL ACTIVITIES	Create marketing campaigns and content both offline and online, PR	Create marketing campaigns and content both offline and online	Optimise grocery shopping experience	Optimise online purchase funnel, order handling	Picking & delivery	Organise customer service	Develop products & product range	Target marketing, make re-ordering easy, upselling and/or cross-selling	Manage feedback and social media, develop sharing / inviting possibilities
RESPONSIBLE	Marketing & Communications	Marketing & Communications	Online development, Customer service	Online development, warehouse, logistics	Warehouse, logistics	Customer service	Product development, purchasing	Marketing, online development	Customer service, online development
TECHNOLOGY SYSTEMS	CRM, analytics, programmatic buying platform, social media	CRM, analytics, CMS, marketing automation	CRM, analytics, CMS, ecommerce platform, PIM	CRM, analytics, CMS, ecommerce platform, PIM, inventory system, marketing automation	CRM, analytics, order & delivery system, marketing automation	CRM, analytics, help desk, ticketing system, chat	CRM, analytics, vendor management system, PIM	CRM, analytics, marketing automation, ecommerce platform	CRM, analytics, marketing automation, ecommerce platform, social media analytics

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CUSTOMER GOALS									
TOUCHPOINTS									
EXPERIENCE	😊								
	😊								
	😐								
	😐								
	☹️								
BUSINESS GOAL									
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