

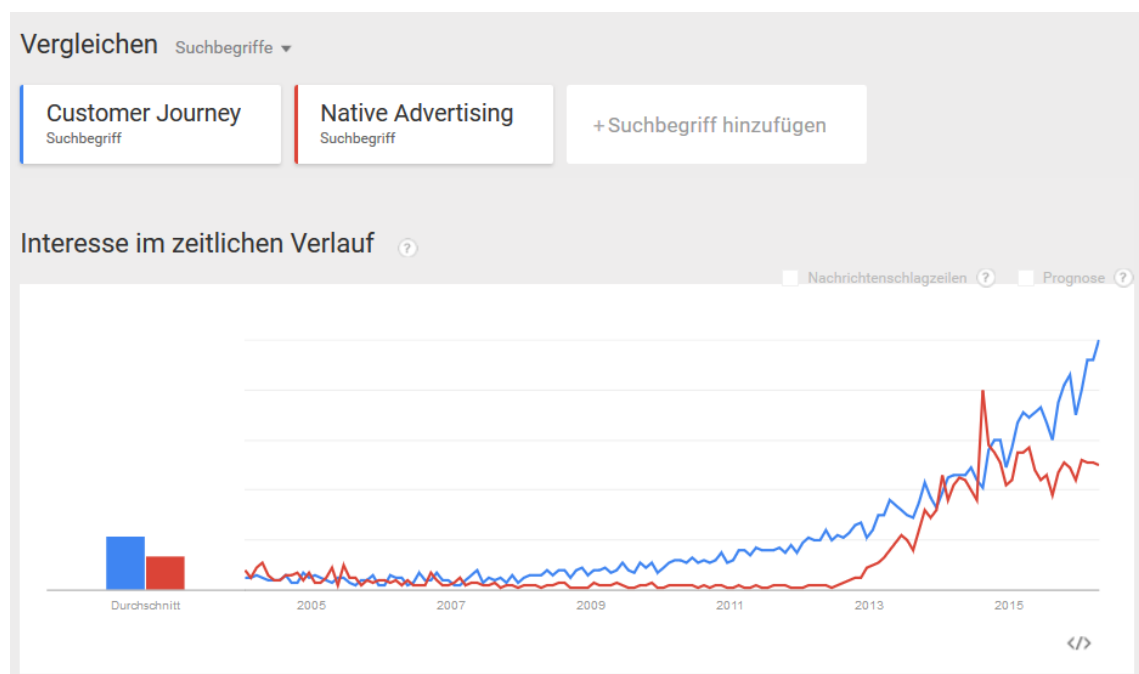
# Customer Journey Rationale



The Customer Journey has been haunting the marketing and online marketing world for at least 10 years. First of all, as a tracking overlay, you can track the touchpoints that a user goes through, especially to the purchase. Then in the sense of Customer Journey Mapping as a workshop to visualize the individual steps of a user or a persona. It is primarily about identifying critical steps and identifying weaknesses. There is also the concept of Customer Experience Map. The map is mainly about the user experience and how the individual steps are evaluated and felt by the user.

To find out exactly what this is all about, and the different processes and approaches is a simple Google search and you will find a whole lot of articles and contributions to the topic. In summary, you can say that everything is designed to make the Customer Journey as easy as possible, comfortable and consistent. In addition, different strategies can be developed for different Journeys and different methods of approach can be used.

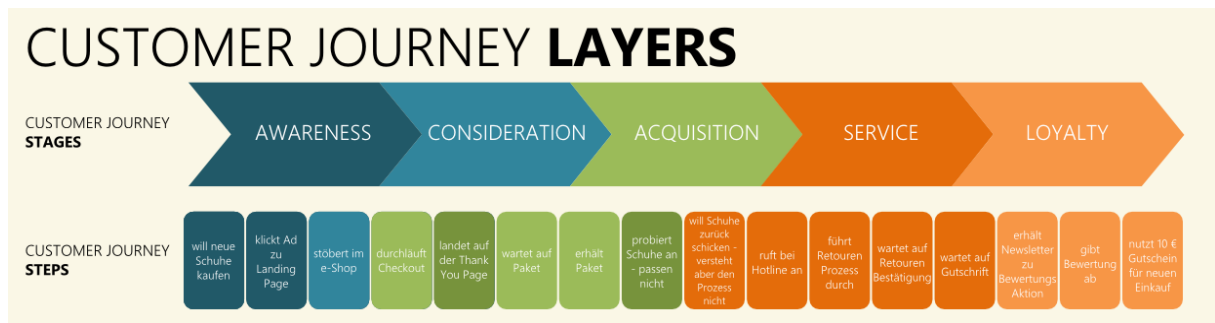
Google Trends shows a quite convincing upward trend for the topic - in comparison also the searches for Native Advertising.



I spent a few months discussing the issue of customer journeys, because I had several customer projects and a sheet I wanted to share. This article is not about explaining how the Customer Journey works or how to do it, or what to do. I would like to show the complexity and share experiences from my projects, so that you know what you are doing here.

# Customer Journey Steps

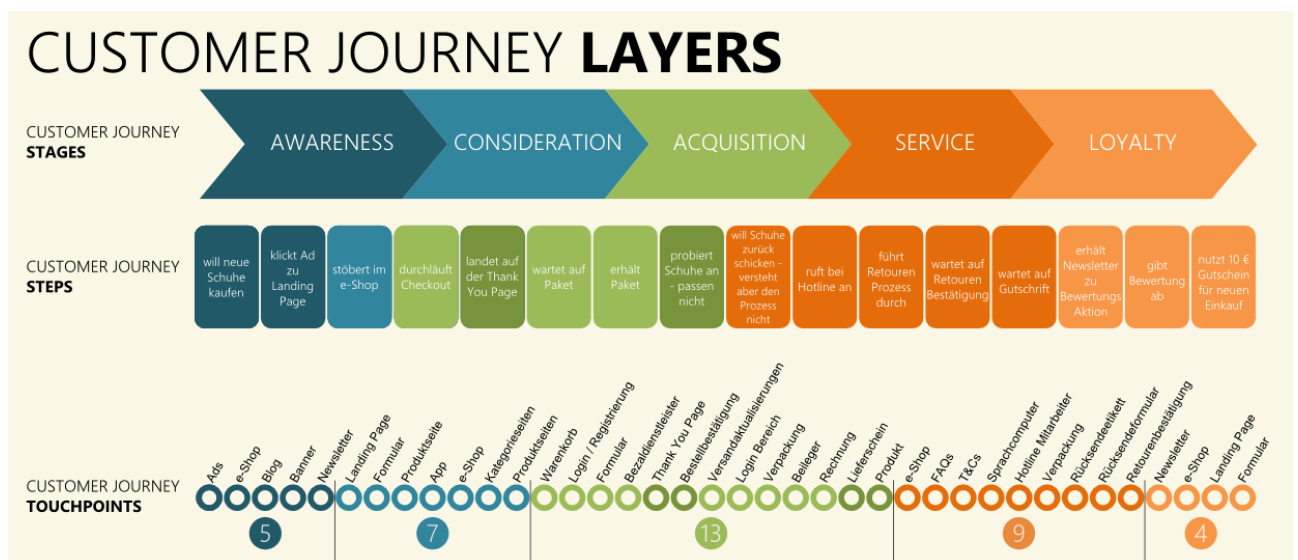
The first layer is the Customer Journey Stages from Awareness to Loyalty. These I split into the individual steps / steps for a typical Journey of a user, who buys online a few shoes. You can see, from the 5 simple stages are 16 steps. These are roughly the steps that the user runs through actively or passively from need to the start of a new purchase. However only as an example and in no way completely. For other products or other customer groups and business models it looks completely different. What remains the same is the subdivision of the stages in steps or steps that the user runs through.



The first is to identify typical Journeys (users buy shoes) and to classify the steps or steps. This can also lead to several different Journeys. If one identifies several such representative Journeys, then these should be as individual as possible - a little so as in the development of personas, find as typical representatives as possible differ as much as possible.

# Customer Journey Touchpoints

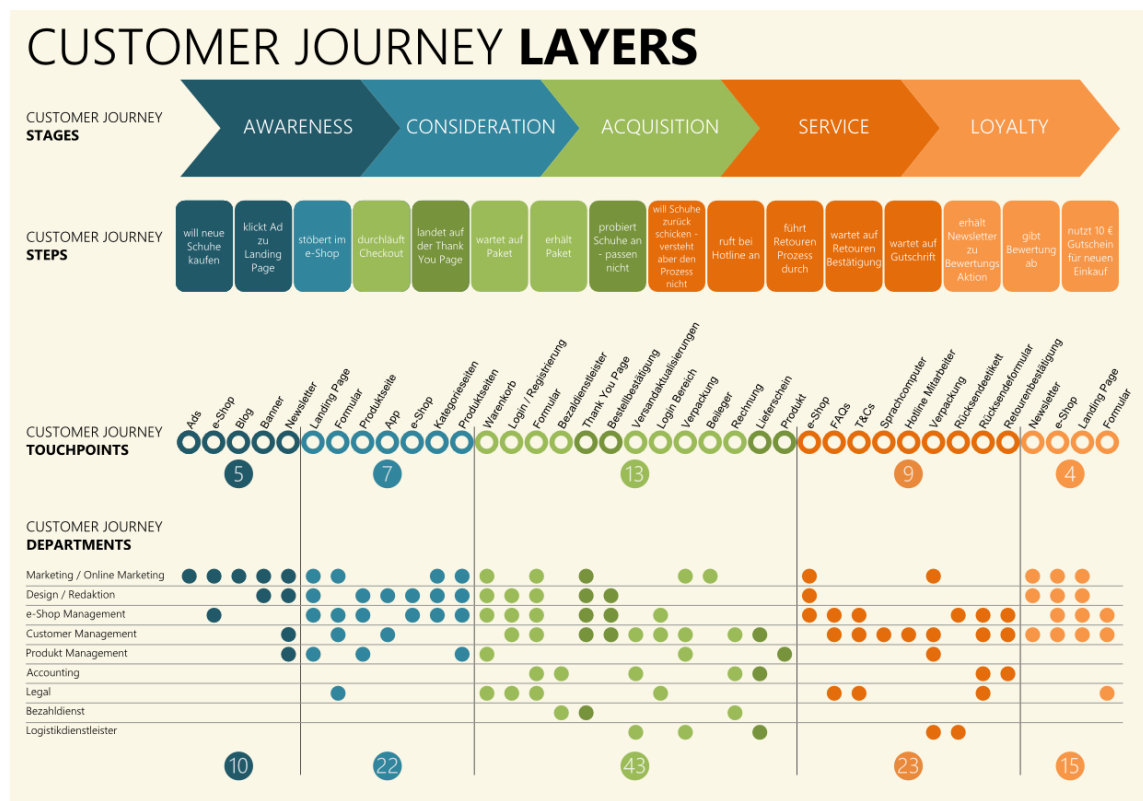
Once a Journey has been identified, the potential touchpoints have to be found. These are the points of contact that a user can walk through in each step. I try to summarize several possible touchpoints, so I do not have to do it again each time individually. For our users here are from the 16 steps so already 38 different potential touchpoints for his shoes Journey.



The purpose of the identification of touchpoints is to make the Journey as consistent as possible. This can be visual things, such as colors, fonts, font sizes, logos, image worlds, the arrangement of recurring elements, etc. But also the tonality, the type of approach, marketing messages, visions and missions etc. All touchpoints should be as consistent as possible. As a result, the user identifies the fire / product more quickly, is not confronted with contradictory statements and finds himself more quickly. This is not easy at all, but it is only really complicated in the next layer.

## Customer Journey Departments

From a certain size, the touchpoints are unfortunately no longer all in one hand. Various departments / departments are responsible for this. This is of course different in every company. In addition, it is complicated with external service providers such as mail services or payment service providers; Which are, of course, very difficult to influence when designing the touchpoints.



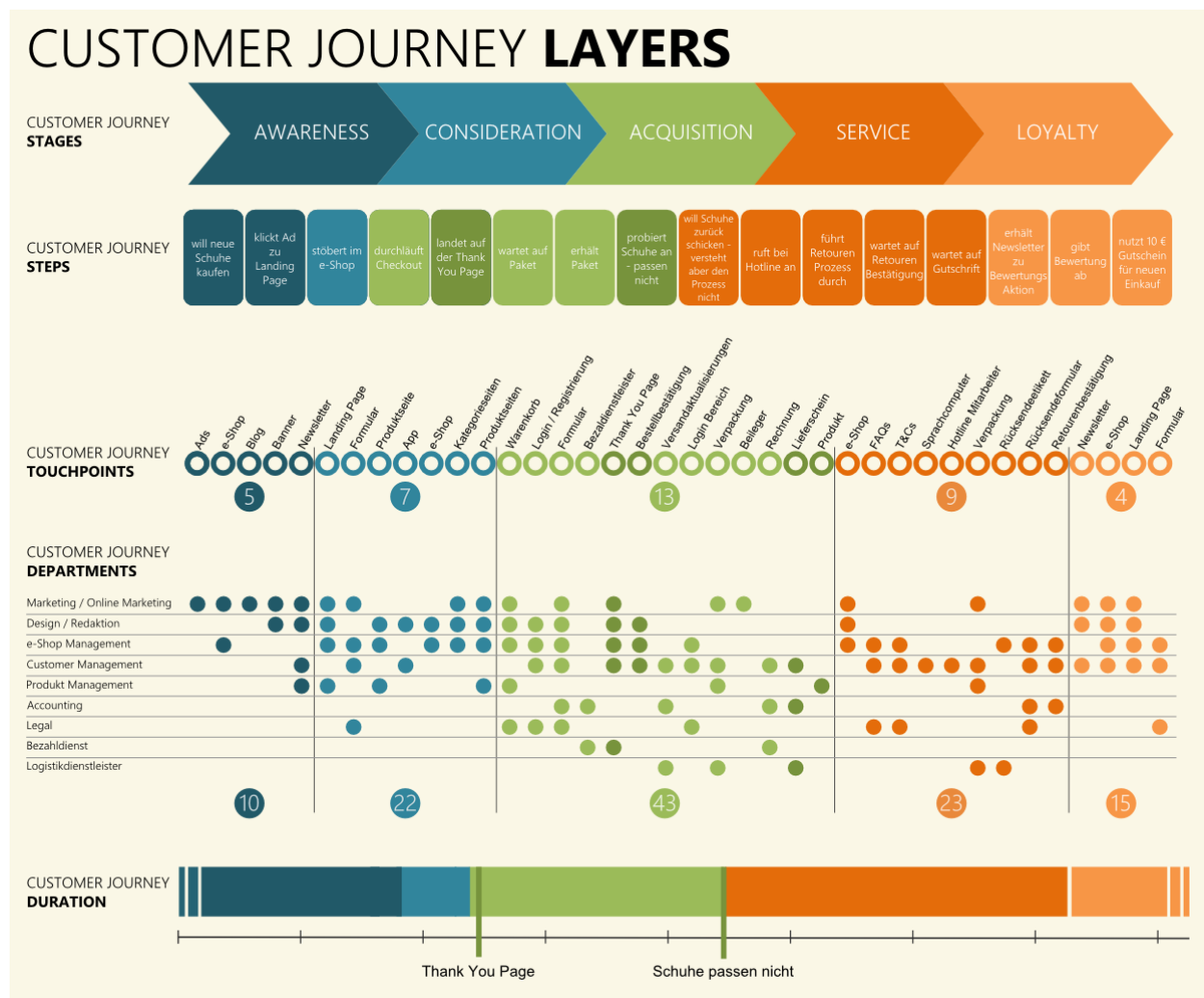
In our example here I come to 9 different participants who have a total of 113 different intersections. At the latest, this layer shows that the Customer Journey can never be an isolated project. As far as possible, all stakeholders within a Journey who are completely or partly responsible for touchpoints should be involved in the preparation, analysis and improvement of the Customer Journey.

To bring these potential contributors together, to convince everyone of the meaningfulness of such a project and then to keep it in the course of the Customer Journey project can not be the task of an individual (marketing). A bit reminds me of the Balance Scorecard. A very good comprehensive but

also complex project, which can not only be exempted from accounting and controlling. This must be a company-wide process - marketing alone is how one can see here beautifully only a part of the company, which has also only on part of the Customer Journey influence.

## Customer Journey Duration

Another layer that contributes to the complexity is the very strong different temporal course of the Journey. Some of the steps are completed in minutes, while others require days. In our example, I tried to graphically display this. In the classic online retail shop, at least one day passes between the actual purchase in the online shop and the receipt of the goods - but usually several days. The purchase in the shop can only take a few minutes.



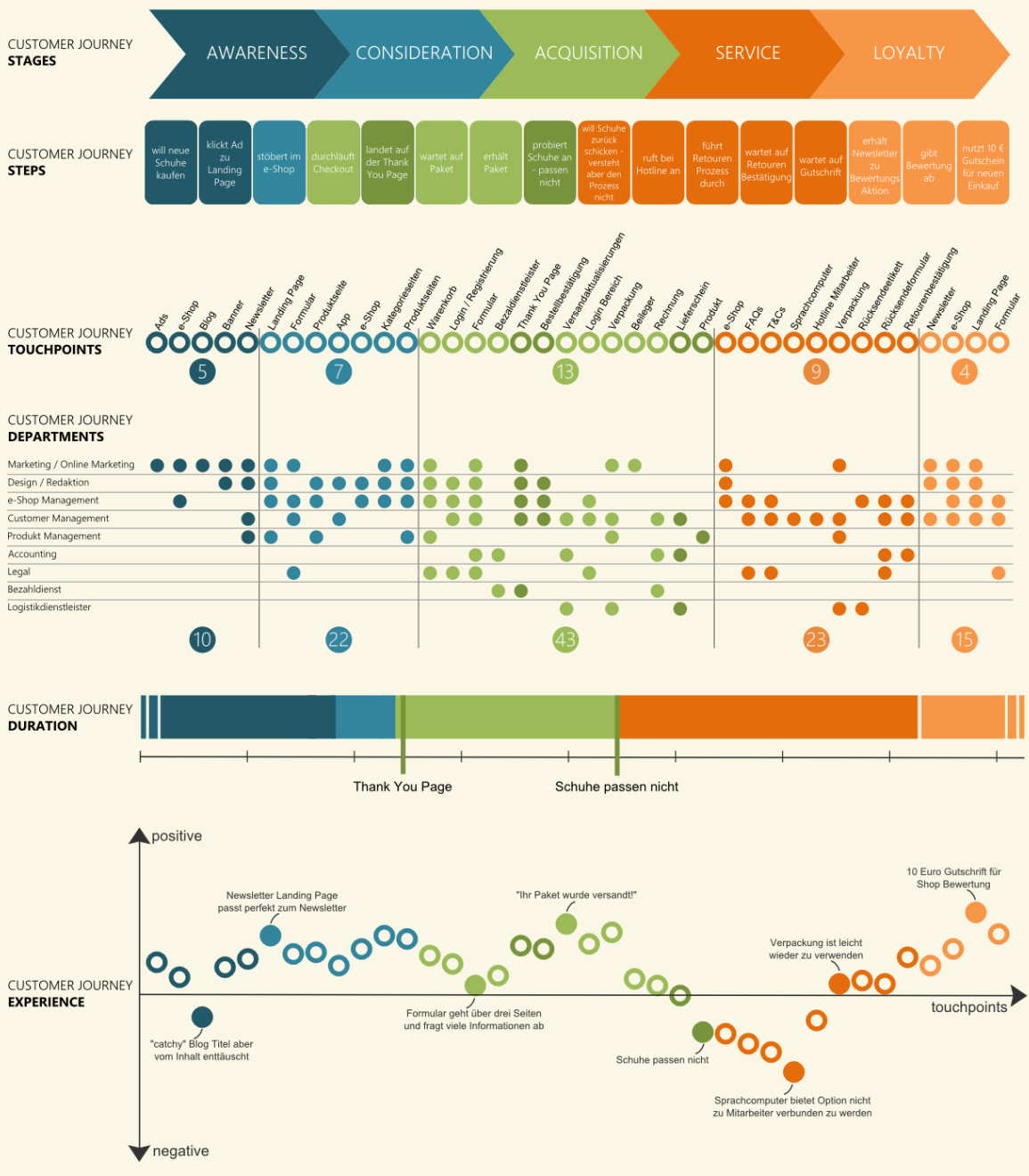
In addition, there is little influence on the time sequence, eg, how long the package needs to the customer (package transport itself, user not at home, user gets the package in the branch / at the neighbors) can everything between one and 10 Days. This can be even less predictable in the return process. This makes it all the more important for the user to keep and inform them in these "passive" phases. And that brings me straight to the next layer.

# Customer Journey Experience

This layer is dedicated to whole posts and blogs and is often the focus of many projects as a separate branch of the Customer Journey. I also think that this layer summarizes many topics and unites them. It is very important to know the other layers as well.

Basically it is about creating an experience map of the Journey, which records how satisfied the users are in the individual steps. I have tried times to illustrate the fictional example, how such a thing can look. Now, at the very latest, it becomes clear why it is so important to involve as many people as possible in the project. Marketing will find it hard to add new options to the hotline's speech computer, or to make changes to the packaging. No matter how customer management can change something on the marketing ads.

# CUSTOMER JOURNEY LAYERS



Much of this is, of course, very subjective and emotional, and such maps should be created as part of a workshop where as many as possible participate. In this way one can somewhat defuse the emotionality and get a broader insight into several perspectives. This is also important because the individual managers rarely exchange information, especially when the data are collected or the data are not comparable, because they are recorded or grouped together on different metrics. And that brings me to the last layer.

## Customer Journey Tracking Data

Mostly, different tracking systems are used to track the users on your journey and most of them have advantages or focus. The main difficulty is to track the Customer Journey consistently in a single system. Because this is almost impossible or very expensive, the different systems, and more importantly the users, should have the opportunity to communicate and share information to create a clear picture.

# CUSTOMER JOURNEY LAYERS

CUSTOMER JOURNEY STAGES



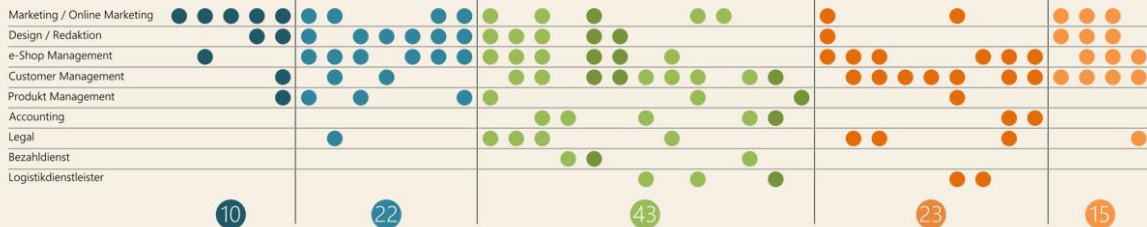
CUSTOMER JOURNEY STEPS



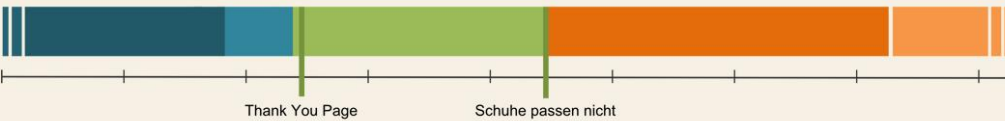
CUSTOMER JOURNEY TOUCHPOINTS



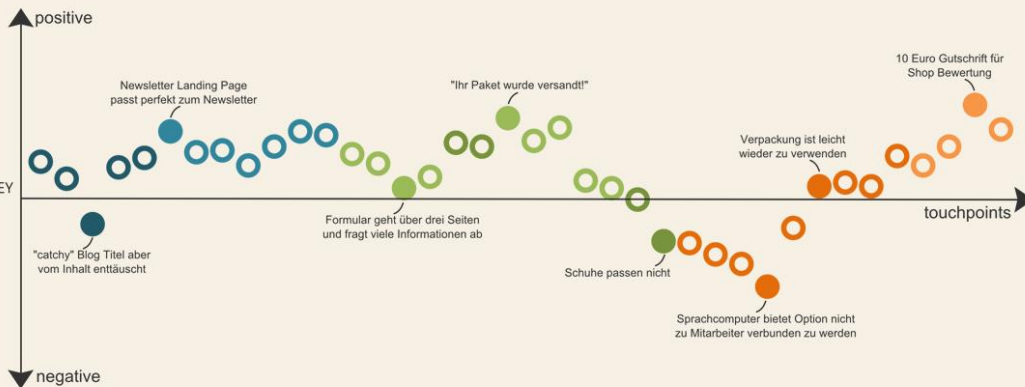
CUSTOMER JOURNEY DEPARTMENTS



CUSTOMER JOURNEY DURATION



CUSTOMER JOURNEY EXPERIENCE



CUSTOMER JOURNEY TRACKING DATA



This tracking would be as gaps as any other, but it allows better identification of weak points. In addition, the "blind spots" tracking data could be identified by means of the process of identifying the tracking data. This means that in our example, the packaging or the return documents.



## Why it is still worth it

All in all, we get on 7 layers. In summary, the great difficulty with the Customer Journey is the potentially high degree of complexity (more products> more Personas> more Journeys> more Steps> more touchpoints, etc.). At the same time, almost all departments of a company have an influence directly or indirectly; In addition, external partners and service providers are also present. The different layers together create almost a corporate customer matrix and show the

But right here lies the great potential of the Customer Journey. If, in fact, everyone is convinced of the meaningfulness of the project, and the Customer Journey is a very powerful tool, all departments and stakeholders have the same goal and the results of this project Goals.

The parallels to the Balanced Scorecard are striking and just like it is, the Customer Journey has to start a holistic and transparent process that can help the whole company. The big difference to the Balanced Scorecard is that the Balanced Scorecard is very much based on the internal rating, whereas the Customer Journey is more of a view from the outside and the customer is the focus