MODULE

SUSTAINABILITY MARKETING COMPETENCES

Unit 5 | Activity 2   **Customer Journey Mapping**

30min

- Pen and blank paper
- Access to internet
- Meeting space for the potential members (digital or physical space)

DESCRIPTION

This unit focuses on the diverse journeys or experiences that customers have with your business. Customer Journey Mapping (CJM) allows you to shape and improve the interactions you want to see, whether they occur online, offline, or both.

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THE ACTIVITY

Make a Customer Journey Map for a customer and the customer's situation with your business.

Do it yourself or gather your team and discuss the following:

Select a feasible scope that you want to delve deeper into. For example, it can be from the first interaction (touchpoint) to purchase, or a specific situation.

Choose a segment (a customer type or, even better, a persona as explained in unit 5) as your actor or actress.

Create a few steps detailing how your actress engages with your business. Identify the touchpoints and describe how they interact.

Write 2-3 lines that describe their thoughts, feelings, and your learning points.

After completing the CJM, evaluate how you can optimise it or assess how your business is performing. Are you effectively communicating this in your marketing?

THE THEORY

Customer journey mapping can also be applied to partner, client, employee, and other journeys.
Customer Journey Mapping (CJM) is an effective tool for understanding and enhancing customer experiences, allowing you to better grasp how your value proposition aids in solving customer problems or alleviating their pains.
Through CJM, you can analyse and optimise your customers' experiences with your business, and then incorporate these insights into your marketing communication to showcase how your products or services benefit your customers, ultimately attracting more customers.

There are numerous online tools available to assist you in this process, such as UXpressia, which currently offers a free project folder for experimentation.
By mapping the customer journey with your business through CJM, you gain a deeper understanding of your customer segments, allowing you to optimise and enhance interactions (also known as touchpoints). CJM can be applied to offline, online, or combined experiences, thereby increasing customer interaction and improving your marketing strategy plan.

A customer journey encompasses the stages before, during, and after a purchase.

CJM typically consists of the following elements:
1. **Scope:** The scope defines what aspects of the journey your CJM focuses on. It can cover the entire journey from the initial customer interaction to no longer engaging with your business. Alternatively, it can be specific to certain fractions of the journey, such as the pre-purchase phase or immediate post-purchase experience. Scope can also be centred around specific situations, such as when customers need to contact you.
2. **Actor:** The actor represents the main protagonist in the journey. Drawing inspiration from your personas, you can identify the specific segment or customer type involved.
3. **Steps:** Steps represent the major stages in the journey, while touchpoints encompass the individual interactions.
4. **Touchpoints:** Touchpoints encompass all the interactions that the customer has with your business within the defined scope. It also includes interactions that you may not be aware of, such as when they see a billboard advertising your amazing vegetables.
5. **Lanes:** Lanes describe the various aspects within each step and interaction. The specific elements covered in the lanes depend on the nature of your business and the situation. It can include mood, thoughts, descriptions, feelings, responses, and learning points for you to consider.

   You can find many online tools to help you map your customer journey. One of them is for example Uxpressia.com. But try to do a google search and select the preferred platform.

www.acorn-europe.com

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