

# CUSTOMER JOURNEY MAP

Understanding the customer decision process

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# Customer Decision Process

Understanding consumer behavior

**Awareness**

Just learning about the company, event, product or service – found it in organic search or referral

**Consideration**

Interested and intrigued, researching and learning more, reviewing customer feedback and comments, asking around – but not ready to buy

**Purchase**

Ready to get involved, make purchase, register, join, or subscribe

**Loyalty**

Had a good customer experience, ready to buy again, attend again or rejoin

**Advocacy**

Wants to spread the word, share stories, advocate and recruit others

# Customer Decision Process Example: VISIT SEATTLE



PRIMARY AUDIENCE: People from out of town or region; age 22-75; disposable income; free time; those who love culture, art, music		PROCESS: Creating a strategic, sustainable outreach program that engages visitors, inspires them to experience all aspects of Seattle, makes purchases and investments		
Awareness	Consideration	Purchase	Loyalty	Advocacy
Goal & Actions: Check out our website, like us on Facebook, follow us on Twitter, bookmark our blog	Goal & Actions: Spend time on pages – Things to Do, Food & Drink, Lodging	Goal & Actions: Go to an event, zoo or museum, go to a restaurant or café, stay at a regional hotel	Goal & Actions: Share your experiences on your social channels; comment/share/like our social channel pages; share photos and video in-action	Goal & Action: Write positive customer reviews, tell your friends, buy gifts for others from Visit Seattle merchants, try other merchants, events, etc.
<p>Problem 1: Getting lost in the mix of so many places to find things to do in Seattle</p> <p>Solution/Resource: Stand out from the rest – signage, social media presence, posters/sandwich board signs, brand ambassadors in the community</p> <p>Problem 2: Gaining the trust of unfamiliar visitors – helping them realize Visit Seattle is a legitimate source</p> <p>Solution/Resource: Be active in visitors and convention bureau, have strong presence at airport, Airbnb, Uber drivers, advertise on billboards,</p>	<p>Problem 1: Too many choices</p> <p>Solution/Resource: Switch out content on the home page to feature different “hot” things in restaurants, cafes, hotels, events – base worthiness of feature by social media followers or active media coverage</p> <p>Problem 2: Travel, access to venues</p> <p>Solution/Resource: Create partnerships with Uber and city transit to give discounts and special considerations for those who make reservations or buy tickets off Visit Seattle links</p>	<p>Problem 1: Budget/disposable income</p> <p>Solution/Resource: Create a loyalty program for “frequent visitors”, provide discounts for first-time visitors, create partnership with Groupon and Meetup for package discounts that motivate group participation</p> <p>Problem 2: Effort, easier to go with what they know or what is closer</p> <p>Solution/Resource: Create email subscription that provides new or returning Seattle visitors with coupons, deals and packages</p>	<p>Problem 1: Privacy concerns, does not usually share personal information on social media</p> <p>Solution/Resource: Provide incentive for those who share experiences – share your story and get a discount on your next visit</p> <p>Problem 2: Not active in social media</p> <p>Solution/Resource: Send them emails they can pass on to friends and family that showcase things to do, restaurants and hotels through a special “share your experience” initiative</p>	<p>Problem 1: What to say, respond to, reason to engage</p> <p>Solution/Resource: Regular posts on social channels, blogs and website; prompts for them to share stories, photos; contests on Instagram; polls and surveys for giveaways</p> <p>Problem 2: Freshness, new stories</p> <p>Solution/Resource: Content strategy, matriculation of content, seek out stories about people, products, merchandise; create events around featured visiting artists and musicians</p>
Influencers they may encounter: Visit Seattle employees, Seattle residents, past visitors	Influencers they may encounter: Visit Seattle employees, reps from merchants, Seattle residents	Influencers they may encounter: Reps from merchants, other visitors, Seattle residents, friends	Influencers they may encounter: Friends, other customers, reps from merchants	Influencers they may encounter: Friends, other customers, reps from merchants, Visit Seattle reps
Web, social media, online advertising signage, grassroots promo, posters, airline ads, magazine ads	Special promos with Seattle hotels and restaurants designed for their patrons to take advantage of right away	Meetup and Groupon packages, web giveaways, hashtag campaigns, online advertising, programs for hotel and restaurant patrons	Social media posts they can engage with, hashtag campaigns they can apply to their posts, place and incentives for share your stories	Place for customer reviews, social media posts they can engage with, hashtag campaign, emails they can share with friends

# Customer Journey Map

## Understanding how customer's make decisions

- Map focuses on “buying” decision making process from the customer perspective
- Evaluates all touch points with the customer (face-to-face, email, digital engagement, phone, text, website, etc.)
- Identifies weak points and areas of opportunity

“ 20% to 30% correlation between touchpoint optimization and improved business outcomes, such as higher revenue, better retention, and positive word of mouth.”

*The Truth About Customer Experience,  
Harvard Business Review, Sep 2013*





### JEN ASHBURN

23 years old  
Full-time student  
with part-time job  
happymomious  
First-time Uber user

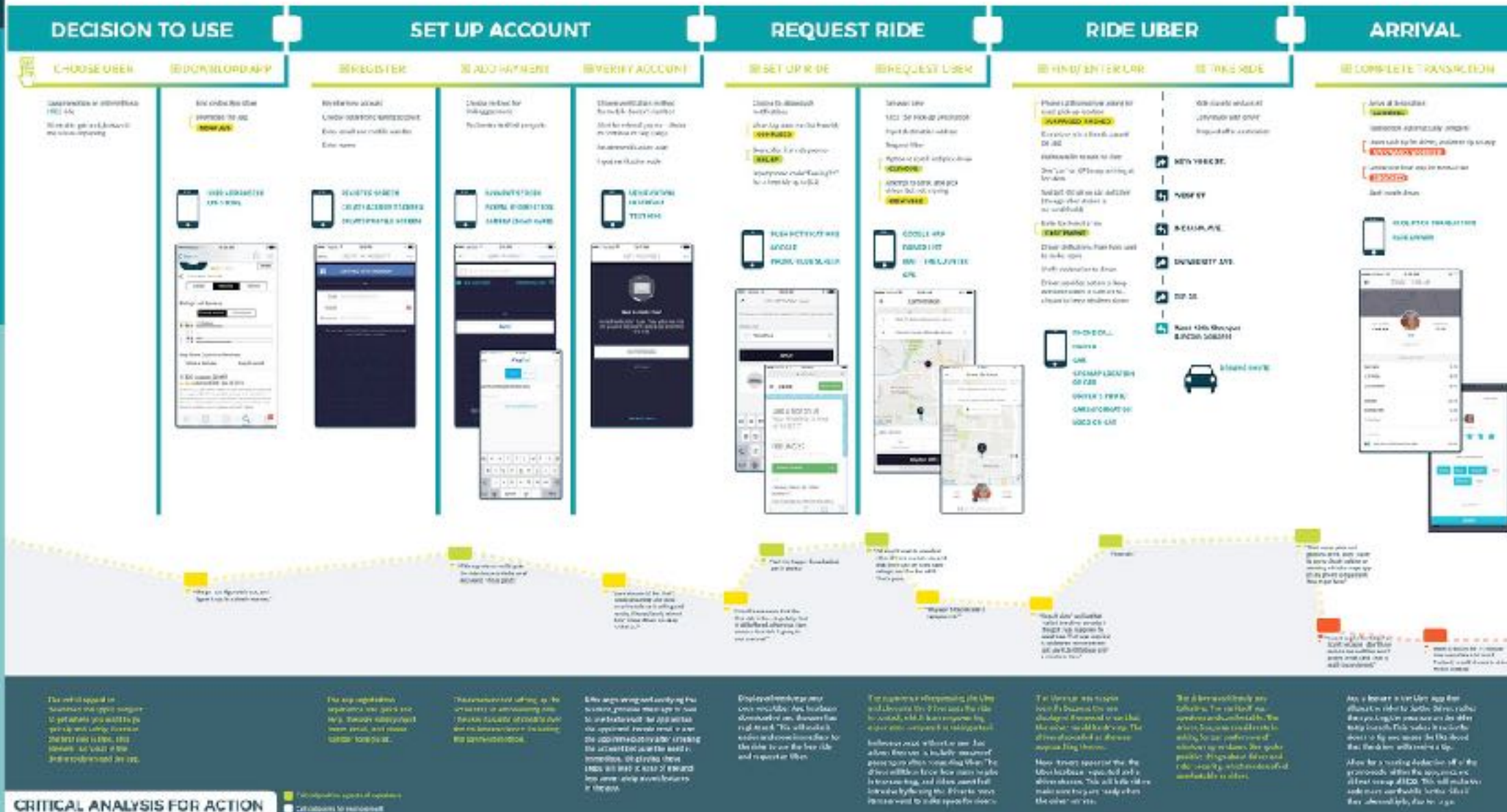
### GOALS

Learn how to use the app  
Successfully get to the  
all-famous square  
For the first time

**EXPERIENCE:** Stress-free  
process with getting to  
the famous square with  
friends and avoiding  
parking congestion, and  
feeling a sense of freedom  
for the first experience

**UPE:** First-time Uber user  
experience with the app, with  
a sense of freedom  
for the first experience

# FIRST UBER RIDE EXPERIENCE



# 5 Stages of Decision Making

## Stage One: What is their need?

*“If there is no need,  
there is no purchase.”*

- Internal stimuli: physiological needs such as hunger or thirst
- External stimuli: exposure to ads, smells, sights

### Types of needs:

- Functional: shoes, hair dryer, coffee maker
- Social: desire to fit in, be included, fashionable
- Change: desire to be unique, try something different, “retail therapy”

# 5 Stages of Decision Making

## **Stage Two:** Search for Info

- Internal information: information already present in the buyer's memory - stems from previous experience
- External information: information about a product received from friends, family, customer reviews, advertising or other source

## **Stage Three:** Alternative Evaluation

- Process by consumer to evaluate different alternatives and offers and make a determination of best choice. Evaluation based on two factors:
- 1) Objective characteristics (features and functionality)
  - 2) Subjective characteristics (perception and perceived value of the brand)

# 5 Stages of Decision Making

## **Stage Four:** Purchase

The consumer makes the purchase decision based on need, features, benefits and perceived value AND other factors including:

- Quality of shopping experience (online or in-person)
- Availability of a promotion or discount
- Return policy or terms and conditions of the sale

## **Stage Five:** Post-Purchase

- After the purchase the consumer evaluates the adequacy against original needs and determines whether or not they made the right choice.
- Positive or negative, consumer will share the assessment publicly (customer review, social media ) or privately (word-of-mouth)



AWARENESS > CONSIDERATION > REGISTRATION > RETENTION > ADVOCACY

- What problems or challenges may customer's face at each stage?
- What solutions can you provide – or will they find along the way that solve those problems or overcome barriers?
- What actions may they take at each stage?
- What people or influencers may they encounter?
- What media, digital messages, events or promotion will you showcase at each stage?

## Customer Decision Process

How does an organization move their prospective customers and loyal customers through the funnel to advocacy?