



TOUCHPOINTS

Customer Journey Mapping

Do you want to create great customer experience? Understand the touch-points that affect how customers feel about your brand?

What can we do?

Our Insight Partners can help you create a detailed visual map of all the customer interactions using validated approaches that ensure a seamless and effective process.

What is the methodology?

Creating a customer journey map involves business stakeholders and customers. It includes conversations with key employees and a few customer interviews. The initial journey gets iterated over workshops before the final journey map is designed and presented. Journey Maps are usually persona driven and organizations need to develop journey maps for each target persona.

What does the output contain?

The Customer Journey Map is a visual storyline of a customer persona's journey across various brand touchpoints. The Journey Map identifies and contextualizes every interaction. Additionally, Journey Maps define the specific actions taken by the customer persona at specific journey points, as well as their needs, perceptions and emotional status at that stage.

How can you use the output?

A Customer Journey map is an anchor around which many brand/company experiences can be designed. Examples include mapping customer focused organizational goals, helping various teams understand the customer's context as they design touchpoint experiences, training of frontline staff, defining marketing & communication strategies, setting up an experience management program, and more. The journey map becomes a fundamental blueprint that informs your entire brand story.

For more details and a time and cost estimate, get a free no-obligation 30-minute consultation with InsightGig! [Click here](#) to get started, or send an email to contact@insightgig.com.

"People will forget what you said, People will forget what you did.

But people will never forget how you made them feel."

Maya Angelou, Poet & Civil Rights Activist