

# HOW TO:

## MAP THE CUSTOMER JOURNEY AND CREATE A BETTER EXPERIENCE

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### BACKGROUND

Customer experience, at least from the customer perspective, knows no boundaries. Amazon, Uber, Airbnb, Oscar, et. al. have changed the game – for all companies and customers alike. What makes their brand experiences – the sum of all the encounters customers have with their brands – so delighting? They're:

simple and seamless  
across the entire  
business

personalized and  
empowering

consistent across all  
touch points

fluid from pre-purchase  
to purchase and  
post-purchase

To understand the experience you give your customers, you need to map their journey across all touchpoints. The customer journey map will show the points of pleasure and pain you are putting your customers through, and whether you are delivering your brand promise and values throughout the journey. It can also highlight opportunities to create new signature moments that can elevate their experience and distinguish you from others.

### SIX TIPS TO CREATE A BETTER CUSTOMER EXPERIENCE:

- **START FROM THE CUSTOMER PERSPECTIVE**  
Until you map the actual journey your customers take, you can't begin to empathise with what they go through. Consider pre-purchase, purchase and post-purchase; along with channels, content and brand presentation.
- **IDENTIFY PAIN POINTS**  
What are the moments where customers might have negative experiences? Thinking across the whole business, also note the inefficiencies, redundancies or inconsistencies in how customers experience your brand.
- **IDENTIFY OPPORTUNITIES**  
Look for the 'gaps' or hand-offs between existing touchpoints. These are areas that are often ignored. Look also for those touchpoints ignored by your competitors. These are often key opportunities to differentiate and delight.
- **IDENTIFY SIGNATURE TOUCHPOINTS**  
These are the ones that deliver most value to your customers, differentiate your brand and emotionally engage your customers. It's beneficial here to think beyond the boundaries of your category.
- **EXTEND POST-PURCHASE**  
The post-purchase experience is often not given the same priority. But post-purchase is the point where you can extend the relationship with your customers and grow their loyalty.
- **BUILD IN A FEEDBACK LOOP**  
Make sure to create a simple touchpoint that enables you to influence the experience of your brand – whether through a survey, a review or a comment on social media.

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Founded in 1999, Trajectory is the specialist branding and marketing agency partnering with clients across the health + wellness continuum to grow better business. Reach us at 973-292-1400. [trajectory4brands.com](https://www.trajectory4brands.com).