

Mapping Your Way To A Better Customer Experience

Mapping out the customer buying journey is a vital step in improving customer experience. An optimal customer experience keeps the buyers engaged from the awareness stage to the aftersales stage by providing the right experience at every point of the journey.

65% of respondents would become long-term customers of a brand if they can provide positive experiences throughout the customer journey – Forbes (Arm Treasure Data)

Wait, Aren't Customer Journey And Customer Experience The Same Thing?

Both terms are often used interchangeably. However, they are quite distinct. customer journey is how a user progresses across various touchpoints before buying, or deciding not to buy, your product. customer experience is how well the overall journey matches customer expectations.

Mapping The Customer Journey: The What, The Why, And The How!

Customer Journey Mapping is the process of defining and illustrating the steps customers go through while engaging with your business, whether it is an online experience, retail experience, customer service, or any combination of these and more.

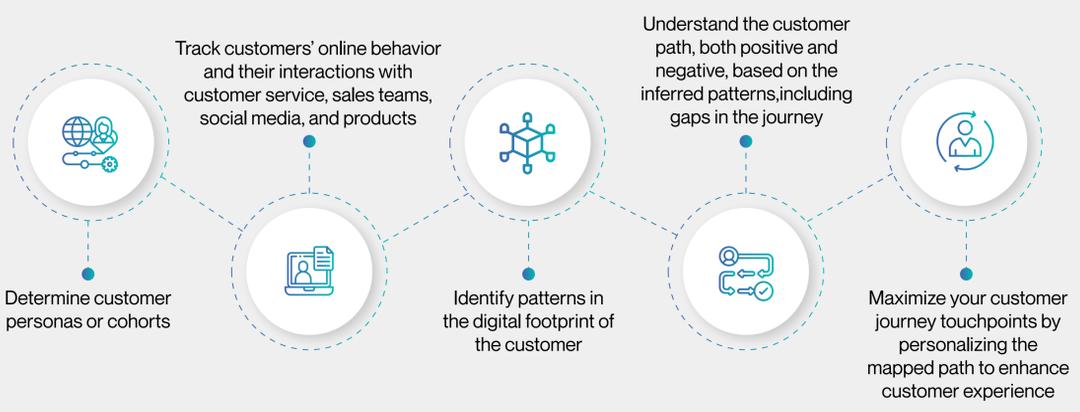


Why Conduct Customer Journey Mapping?

- Mapping aids in a better understanding of the differences in the behavior of various customer personas as they progress through the buyer journey
- Mapping benchmarks the desired CX against what your customers are actually experiencing
- Mapping plays a vital role in understanding pain points, gaps, and touchpoints for each stage of the buyers' journey

How To Go About Customer Journey Mapping?

Whiteboarding is a great way to get started with your journey, but it won't keep you ahead of the competition. Applying analytics to real-time customer data and re-engineering your customer mapping exercises accordingly is the key!



Common Pitfalls To Avoid While Mapping

Customer Journey Mapping can be a powerful tool, but its usefulness will be limited if the mapping exercise is not conducted effectively.

- Insufficient scope and a narrow outlook**
Most enterprises have multiple channels for customer interactions, and without studying all the channels and the manner of interactions, the mapping will end up being flawed.
- Failing to focus on key segments and personas**
Enterprises have various customer segments - high, medium, and low-value customers. The customer journey needs to be defined for each segment individually.
- Mapping based on assumptions**
If the data is insufficient, it is worth spending some time gathering the necessary information than moving ahead on assumptions.

Customer Journey Analytics

Markets change and so do customers. Companies should constantly monitor and update their customer journey maps through analytics to reflect those changes. Journey Analytics helps provide a comprehensive view of the customer journey and discover the most significant insights:

- What percentage of customers take a particular path?
- How can businesses reduce churn in important journeys?
- What is the best time and the best channel to interact with the customer?
- Which personas take path A vs. path B?
- How do marketers add value for each customer in a given context?

Measuring Impact

Mastech InfoTrellis recently used journey mapping for a financial service company to identify the different paths customers take to churn, become higher-value consumers, and grow into loyal customers.

What we did:

- Tracked different interactions, customer segments, and key customer events at various points in time and across all digital and live channels.
- Analyzed data around acquisition, time to hit certain revenue thresholds, decrease in revenue threshold, time to hit certain annual spend threshold, and time to become the highest value customer.

What we achieved:

- Doubled the retention rate
- Increased the number of high-value customers and consequently the revenue of that segment by **20x**
- A **16 million** dollars worth of growth in revenue generation

Mastech InfoTrellis helps businesses increase sales revenue by creating better experiences and personalizing their journey through the power of cutting-edge analytics!

Contact Us



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