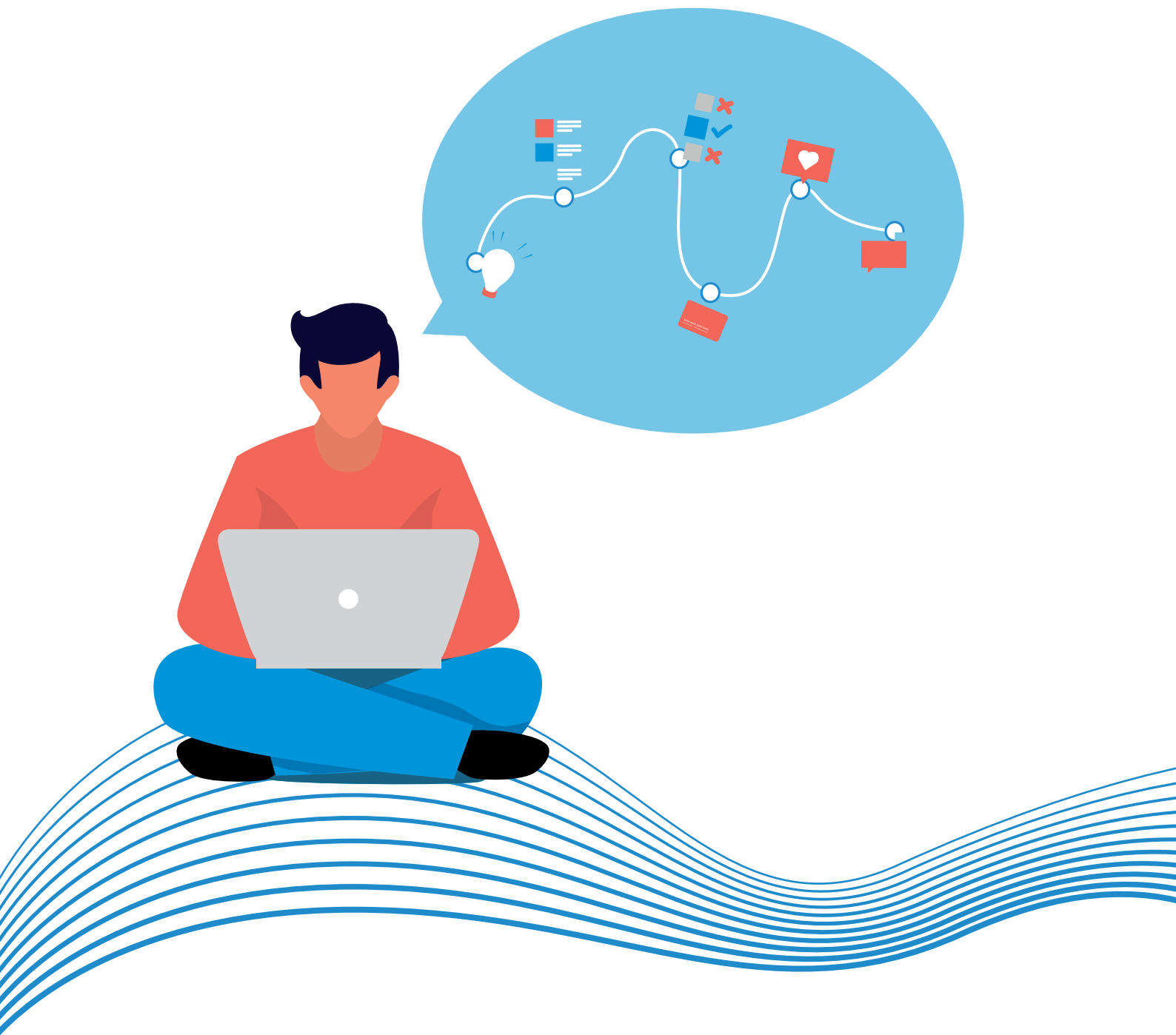


Customer Journey

How do we improve our customers' experience by placing them at the center of our organization?

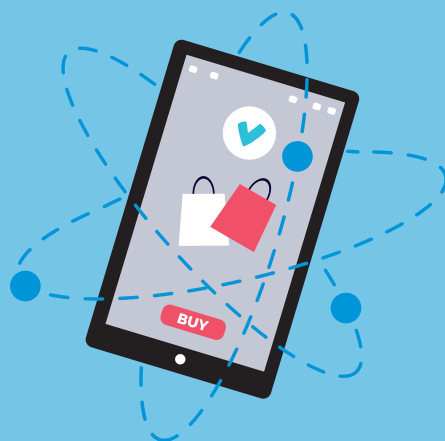


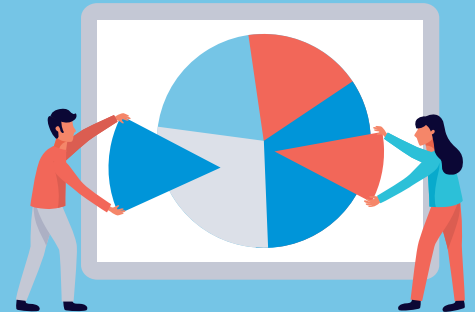
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Organizations are in a process of accelerating their customer-centric strategies. **The goal is to be oriented to their needs, to be able to meet their demands and to eliminate what bothers them so that their experience is increasingly better, and they prefer our brands to those of the competitors.**

For this to happen sooner we must have the best practices and tools to facilitate listening to the customer and to facilitate the permanent conversation with the market in order to make the best decisions.

Let's talk about the Customer Journey!





What do we want to tell you?

- 1** What is the Customer Journey?
- 2** How to build a customer journey?
- 3** Implementation of the Customer Journey
- 4** Key Ideas

1

What is the Customer Journey?



Customer Journey is **the experience of any customer when relating to an organization, brand, service or product over time and through different channels.** It is therefore a "journey" that consists of different stages that go from the need of a customer to the moment he satisfies it.

Throughout the analysis of the Customer Journey we will have the opportunity to get to know:



What moves the customer?

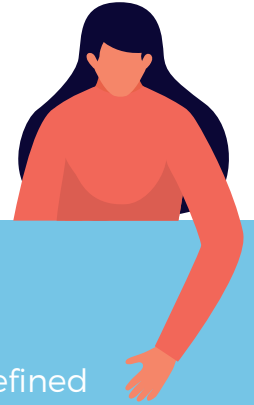
What are their expectations?

How does he behave?

What are his pain points?

And in short, what experience has he had throughout his relationship process through the different channels in order to optimize it.

2 How to build a Customer Journey?



Buyer Persona

Before preparing the Customer Journey we must have defined which are the Buyer Personas of the business. **A Buyer Persona is an archetype of customer expected for our business and that we define from descriptive, emotional and behavioral variables.**

Traditionally the segments were defined by means of socio-demographic variables in the case of B2C, such as sex, age, social class, etc. or descriptive variables of the business in the case of B2B, such as company size, activity sector, number of employees, turnover

The segmentation through Buyer Persona allows us to make better descriptions of the key business segment, diving in their needs, motivations, fears, desires. In short, humanizing the customer.

Axes of the Customer Journey

Once we have done this previous and essential work for any organization, **we will proceed to elaborate the Customer Journey corresponding to each relevant Buyer Persona for our brand.**

To do so, we must work on **two main axes**



A) The purchase or conversion funnel

The Customer Journey is an in-depth analysis of the customer's purchase process. The stages that make it up are:

Knowledge: discovery of a product, service or brand

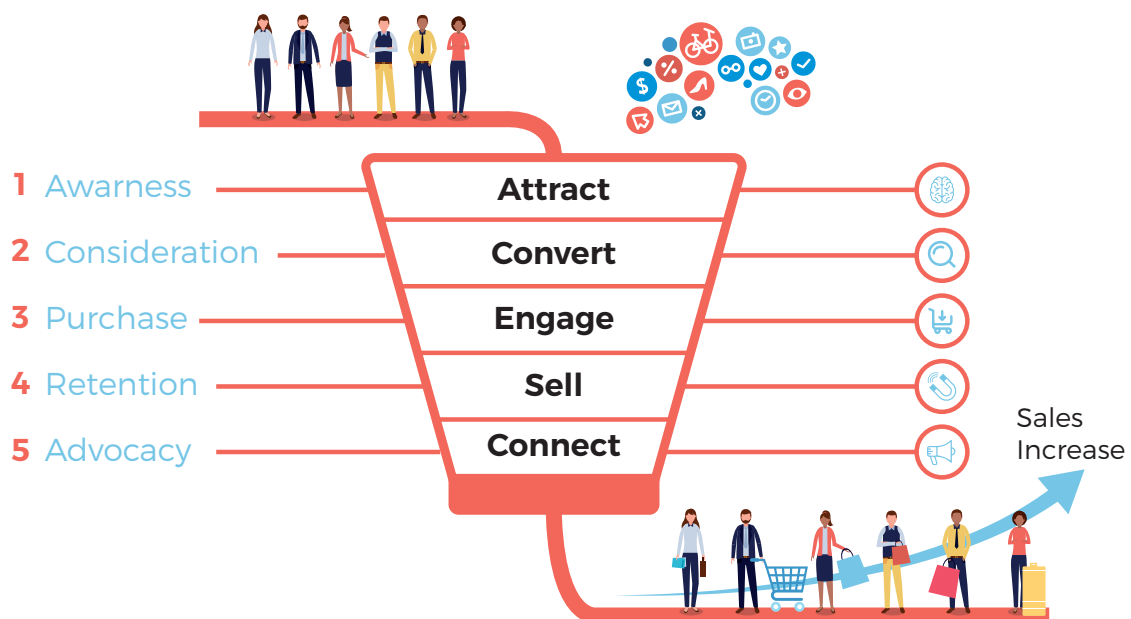
Consideration: interest is shown in the product, service or brand to be purchased

Test/Experience: collect the purchase or use. Measures the conversion

Repetition: refers to loyalty

Loyalty: recommendation

It's called a purchase funnel because it works like one. Potential customers first know about a brand, product or service, but not everyone will buy or become a customer. Until that point, they will progress in stages until they reach the purchase and recommendation. **Throughout this funnel, some potential customers will naturally stay on the path and others will move on.**



Each of the stages will require specific work, to get potential customers to move on to the next.

Knowledge: we must know where to find the key Buyer Persona for the business and position our offer

Consideration: we must generate quality content and conversations aligned with your interests. Values and purpose to power!

Testing: talk about our product and service and offer promotions that lead to testing

Repetition: customer service, follow-up, deadlines

Loyalty: generating community and benefits

B) Experience

In order to explore each of the stages of the funnel, we need to incorporate the second axis, in this case focused on understanding the customer's experience. It consists of the following blocks:



- Needs and Objectives:** what mobilizes the client? what do they want?
- Actions and Behavior:** What do they do? How do they behave?
- Points of contact:** What points of contact have they used?
- Expectations:** What did they expect to find?
- Pain Points:** What are the client's pain points?
- Experience:** What has been their experience?

The development of each of these blocks will be carried out for each of the stages of the Purchase Funnel so that we can explore it in depth. Always from the customer's point of view.

In short, the complete Customer Journey model is presented as a double entry matrix where we contrast the Purchase Funnel with the Experience Analysis seeking to understand in detail the "customer journey" and its perception over time and contact channels.

	Awareness	Consideration	Acquisition/ Purchase	Consume/ Retention	Advocacy/ Loyalty
Needs and goals (INSIGHT)					
Actions/ Behavior					
Touchpoints					
Expectations					
Pain Points					
Experience					

Once we have the information that gives an answer and completes the model, what we will define is our action plan related to each stage. In other words, **how can we influence clients to move from one stage to the next? And on the other hand, how can we improve the experience by stage?**

How can we influence?/ Means to use					
Improvement opportunities					

Our final purpose will be to obtain for each Buyer Persona a diagnosis about their Journey detailed by stages and experience, to finish with a series of action and optimization ways.

Customer Journey Map

The Customer Journey can be mapped. What does it consist of?

Essentially, it is a graphic representation of how the customer experience and interactions evolve throughout the process of relating to the brand, product or service.



This map can have multiple visual representations since there is no single valid one. **What is really important is that it is simple and understandable for the organization** by focusing on the main insights of the model. It should be easy to communicate and not misleading.

Example of Customer Journey Map focused on B2C

Personal Information

Esther is 48 years old, lives in Madrid, is a lawyer and has 1 son of 8 years of age. She has been living with a partner for 10 years and has been running her own law firm for 7 years.

Interests / Hobbies

She likes to do yoga and pilates. A couple of times a week she goes to the gym where she takes the opportunity to meet with a group of friends and drink coffee. Being able to exercise her body for a while every week helps her to oxygenate her body and mind on a daily basis.

Behavior

Her day to day is intense as she tries to combine her professional and motherly tasks without neglecting her personal relationship and friends. She usually works long hours, sometimes working from home. She likes to be informed although she is not obsessed with the news. She is an outgoing person who talks and likes to learn from others. The Internet is a good source of information for her regarding many product categories. She often shops online and follows several fashion and beauty influencers through Instagram.



Professional information

She runs a firm specializing in tax law and is considering a master's degree at a good business school to provide her with management skills. He thinks that her office can become more professional and have better practices internally, since they are always looking out for their clients but sometimes neglect basic issues of business management.

Major fears

Realizing one day that she has spent more time working than being happy and enjoying life.

Goals and challenges

On a professional level she would like to continue growing her company and make it bigger. She is thinking about opening offices in other parts of the country. On a personal level she wants to avoid having her profession steal her personal side as a mother and a person. She likes to feel good about herself mentally and physically.

Our product

She likes to take care of herself but without excesses. She uses quality creams but they are not usually very expensive. The products you buy are anti-wrinkle moisturizers, eye contour.

Here is her qualitative Customer Journey

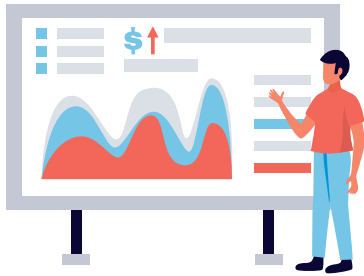
Antiaging cream for women	Awareness	Consideration	Acquisition/Purchase	Consume/Retention	Advocacy/Loyalty
Needs and goals (INSIGHT)	I want to keep myself looking young	I want to practice self-care without breaking the bank	I want to care for my skin without submitting to a routine	I want a product that is easy to apply and carry on myself	I feel good
Actions/Behavior	I learn about an antiaging cream during dinner with friends	I look it up	I buy the product in my trusted drugstore	I use it every night	I tell my friends about my experience
Touchpoints	TV, online advertisements, specialized drugstore, word-of-mouth	Online search engines, blogs, specialized drugstores, online shops	Google, online brand shop, online or brick-and-mortar specialized shop	Newsletter, packaging, brand website, brand social media	Social media, email
Expectations	Having young-looking skin	Find a brand with a quality guarantee and adequate price	Nice smell and texture	Notice actual effects in my skin	That it keeps working for me
Pain Points	Is this what I need?	That the product/brand has a guarantee	Will it work?	Will it work long term?	Is there any better brand/product?
Experience	☹️	😊	😊	😊	😊
How can we influence?/ Means to use	Content marketing, PR, influencers, advertising	Content marketing, PR, influencers, advertising	Reviews and ratings of the products by the customers, opinion leaders	Discount in the next purchase	Working on loyalty actions through CRM
Improvement opportunities	Offer a credible brand with real results	Facilitate product testing in brick-and-mortar shops, sampling	Sharing experiences and comments of users that have tested the product	Creating a habit	Keep the client informed with formula improvements, new application possibilities, promos

From this exercise we can see that Esther needs a brand that is not very expensive, with which she does not feel like she is paying too much money and which is comfortable to use.

We will have to clear her doubts about the effectiveness of the treatment not only in the short term but also in the medium term. She must have evidence that it works and for that our solution must gather credibility at brand level, facilitate product testing, have (real) prescribers to endorse the product and create community.



Data and Customer Journey



To implement such a model, data are essential. These data can come from multiple sources that may be internal or external to the organization. Let's review the main sources of data:

Internal inspiring phase

Interviews/workshops with the key internal profiles of the organization that can inspire

External phase: Clients

- Organic sources (data stored in the organization's systems): ERP, CRM, Active Listening, Web and Social Media Analytics
- Non-organic sources (talking to the client through market research): in-depth client interviews / ethnography / co-creation / surveys

The essential key as far as the data are concerned is that they comply with the "QCQ rule":

Quality: poor quality data can ruin any conclusions we get from the Customer Journey

Comparable: data can reside in different silos in the organization and must be able to be pulled out, brought together in the same repository and made operational in each other

Qualitative and Quantitative: quantification is relevant when providing scale to the information but qualitative data will provide the emotional accent to everything measured, which in customer experience is very relevant

The data must be updated regularly enough for the Customer Journey Map to function as a living entity and provide solutions at the pace that the customer and the organization require to act.

What metrics can be added to the Customer Journey

The Customer Journey is an in-depth analysis of the customer experience and can be complemented with other types of metrics that help us understand the customer's role in the organization and help us place the customer at the center:

CES: Customer Effort Score or the measurement of the effort made by a customer at each point of interaction with our product, service or brand

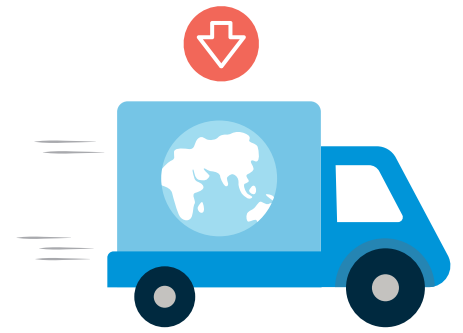
CAC: customer acquisition cost

ARPU: average revenue per customer

CHURN RATE: Cancellation of service or abandonment of purchase by customers

CLTV: Customer Lifetime Value

3 Implementation of the Customer Journey



The activation of the Customer Journey in an organization comprises a series of premises to be considered.

Type of business

The Customer Journey can be worked both in B2C and B2B

Focus

When placing the client in the center the focus should always be the same, prioritizing the client's focus over the organization's. In companies we tend to put our processes, structures and ideas before those of the customer. Working on the Customer Journey means just the opposite.

Utilities

The Customer Journey can be given different utilities depending on the objectives set. Some of the approaches to which it can be applied are:

- Experience Improvement: It is the most generic and the starting point in many cases. Its purpose is to identify the customer experience in order to optimize it
- Process Improvement: In this case the Journey focuses on understanding from the client's perspective how a process is lived and from there to be able to optimize it
- Touchpoint improvement: Just as you can analyze processes and improve them, you can work on doing the same with the touchpoints either to expand them, simplify them, etc
- Innovation: Identifying innovation paths around a product, service or brand

These approaches can be combined and do not have to follow any particular pattern.

Customer Journey Number: There is no specific number that indicates how many Customer Journeys are ideal in an organization, but the most common is to work around 5 different customer journeys on average per organization. This number may vary depending on the sector and the company.

4 Key Ideas About Customer Journey

In closing, we can conclude **some ideas derived from the use of the Customer Journey Map** as a tool for analyzing the customer experience in the organization:



- 1 Improves the customer experience** and therefore our business cycle and value delivery
- 2 From the very moment it is launched, it forces the organization to think about the customer**
- 3 Re-orders the organization's procedures and stresses the silos.** It forces the company to work for a cause that is greater than the departmental one. Transforms.
- 4 Optimizes the work of the organization** and eliminates inefficient work
- 5 Helps identify business opportunities**
- 6 It shifts from the omnichannel gaze to the omniexperience gaze**
- 7 It trains the organization to work with data** that must be updated and therefore pushes the organization towards making decisions based on data

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