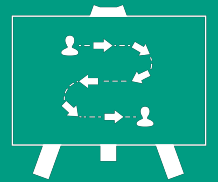


# CUSTOMER JOURNEY

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How to use  
Template  
Example

# Customer Journey

The Customer Journey tool helps you understand your customers' experience when interacting with your business when buying a product or service. Understanding their experiences during these contact moments can help you improve your products or services. It is vital to know when customers are happy, and when they are not. A clear overview of your customers' journey can go a long way to increasing customer satisfaction.

## Tips for use

If you have a broad range of products or services, it is easier to focus on them individually and select just one product for the Customer Journey.

Use the Customer Journey template to brainstorm about the journey that your customers go on when interacting with your business. For inspiration, have a look at IKEA which provides an example of the practical application of the tool.

## How to use

Select one of your products or services for which you want to define the customer journey and describe it in the space provided on the template. Next, choose the specific customer group whose journey you want to map. Be as specific as possible. This will help you empathise with that group and more accurately imagine their thoughts and emotional state.

## Contact moments

Think of which contact moments exist between your customer and your business. Try to account for every stage in the buying process if there is a contact moment. Phases in the buying process are:

- Orientation: when the customer becomes aware of the existence of your product.
- Comparison: when the customer researches whether or not to buy your product.
- Purchase: when the customer buys your product.
- Usage: when the customer uses your product.
- After sales: when the customer has complaints or questions after buying the product.

## Communication channels

To help you identify all of the contact moments, consider the range of channels that customer might use to interact with your business. Possible channels are:

- Face-to-face: Does the customer visit the physical store, or meets an employee of your business?
- Phone: Does the customer call your business or does your business call the customer?
- Website: Does the customer visit your website?

- Email: Does the customer receives e-mails from or writes e-mails to your business?
- Newsletter: Does the customer read your newsletter?
- Social Media: Does the customer uses social media to interact with your business?
- Television: Does the customer see your business on television?
- Radio: Does the customer hear about your business on the radio?
- News Paper: Does the customer read about your business in a paper?

Answering these questions for each stage of the previous explained buying process helps to see when and where contact moments exist. Answer these questions and write down all the contact moments on the template from first to last in chronological order.

### Customer experience

For each contact moment, find out what customers might be thinking during the contact moments? There are two ways to do this

- Ask your customers about their experience
- Place yourself in your customer's point of view

Based on these thoughts, try to extrapolate the customers' emotional state during the various contact moments, e.g. happy, satisfied, annoyed, disappointed, angry or a combination of these.

### Improve the customer journey

It may not be possible to improve every aspect of a dissatisfied customer's experience. Nobody enjoys parting with their money, However, you can now consider what you could change to make the experience of interacting with your business more enjoyable at each contact moment. Start by exploring the reasons for the customer's emotional state at each point. Is the customer dissatisfied with an employee's level of expertise, the level of service provided, or the quality of the product itself? Then consider how you could improve each aspect.

# customer journey

name \_\_\_\_\_

product/service

customers

contact moment

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customer thoughts

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emotions



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to improve

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date \_\_\_\_\_

# Example IKEA

<b>industry</b>	Retail
<b>products &amp; services</b>	Furniture, kitchen appliances and home accessories
<b>size of business</b>	194.000 employees (2017)
<b>revenue</b>	€ 32,6 billion
<b>location</b>	Leiden



IKEA is originally a Swedish furniture company. They became big with the sale of cheap furniture. The company saves on delivery and installation costs by letting customers take the furniture out of the warehouse and assembling it themselves. That way IKEA can sell furniture with very good value for money. The company now has a wide range of furniture and other home accessories. You could even furnish your entire house with only IKEA products.

## Customer Journey for IKEA

The example shows us all contact moments of a customer who wants to purchase a PAX wardrobe. The customer journey helps IKEA to look at these contact moments from the customer's perspective. That way IKEA can find out what the contact moments are. Even a successful company such as IKEA will regularly have to investigate whether improvement of their customer journey is possible. The customer journey of IKEA below shows that especially the contact moments around delivery are not satisfactory for customer. In this case new an improvement could be the use of new technologies which makes it easier to customise and track delivery for customers.

# customer journey

name                      **IKEA**

product/service **PAX wardrobes**

customers **Tony, 26 year old, male, living together**

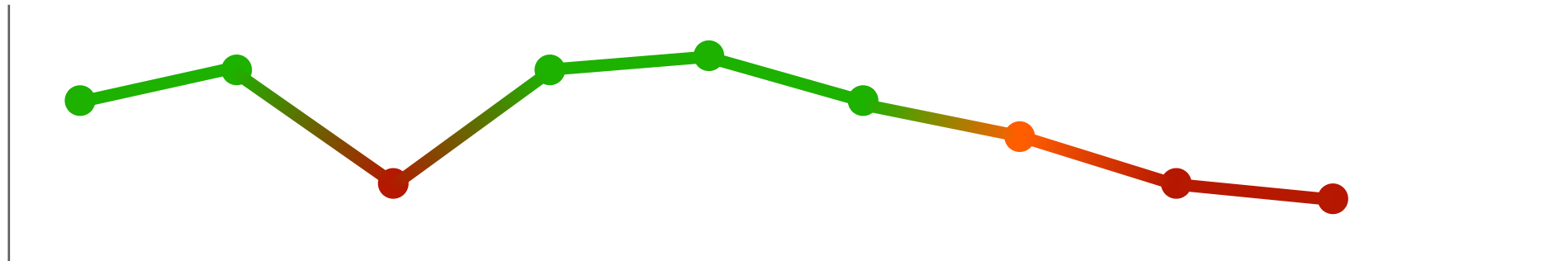
contact moment

Having the IKEA folder delivered at his home address.	Looking at the website for different designs and prices.	Designing his own PAX wardrobe in the online PAX planner.	Going to the store to get inspiration.	Designing the wardrobe together with an employee, based on his own design.	Retrieving the selected wardrobe from the warehouse.	Purchasing the wardrobe at the register.	Going to the service desk since it does not fit into the car.	Delivery of the PAX wardrobe.	
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customer thoughts

There might be interesting stuff here.	A lot of choices, this might get expensive soon.	Wow this is difficult, loading takes a long time.	Awesome, this looks really nice, but it is very busy.	This is much easier.	Everything is easy to find, but this is heavy and a lot.	We took way too much, it's very expensive.	They should have made me aware	Now I have to stay home from work to receive the wardrobe.	
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emotions



to improve

		Improve the working of the online PAX planner.	Show on the website at which times the store is quieter.		Make it easier for people with big orders to find help.	Be more transparent about the costs added with each item.	Inform customers earlier about the large sizes of the items.	Be more flexible with delivery times and better inform customers.	
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date