

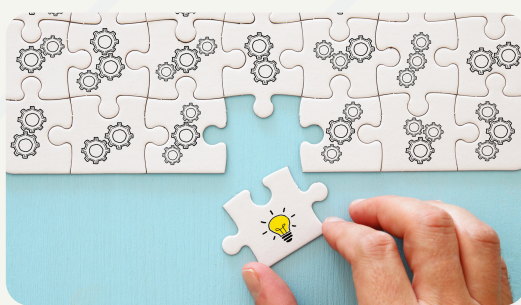
CUSTOMER JOURNEY MAP

1 WHERE CAN I USE CUSTOMER JOURNEY MAPS?



Improve Customer Experience

Create a Vision for Future Customer Experience



Drive Organizational Change

2 TYPES OF CUSTOMER JOURNEY MAPS

- Customer's Current-state Journey
- Customer's Future-state Journey
- Customer's Day-In-The-Life Journey



3 HOW TO CREATE A B2B CUSTOMER JOURNEY MAP?



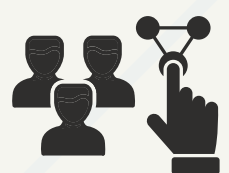
Review Company Objectives

Create Customer Personas



Focus on Target Customer Personas

Define Customer Touchpoints



Map Your Customer's Current and Future State

