



EDITORIAL

# *CUSTOMER JOURNEY MAPPING SHOWS THE WAY*

To provide the best experience for your customers, you must first understand how they are engaging with you. Let customer journey mapping help guide your transformation efforts to make sure you're addressing your customers' most pressing needs.

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April, 2017

Businesses are between a rock and a hard place. They recognize the need to embrace technology and take full advantage of new and efficient digital tools to place them squarely on the competitive edge. Yet they often lack the budgetary resources to achieve everything on their wish lists — and the wish lists of their customers.

A challenge many companies grapple with is how to build a company that's broadly customer-centric while ensuring structures and processes remain streamlined enough to support the growth they need.

A cost-effective technique that has proven time and time again to help bring all that into focus is journey mapping.

## A real-life customer roadmap

For the uninitiated, customer journey mapping is a qualitative, quantitative, visual consumer research process that gives businesses better insight into the diverse and changing needs of their customers.

Journey mapping tools start the first time a customer engages with your company online or in person. Then they continue to gather data as customers browse, request more information, respond to your emails, click on your website prompts, make a purchase or take any one of a number of actions. The objective is to continually gather intelligence on how customers are behaving, what's motivating their choices, what their preferences are in terms of marketing, products and services, what's preventing them from moving further through the funnel.

All that is crucial in today's consumer-centric business world in which savvy companies focus on optimizing each lead and ensuring each client has the best possible experience from start to finish. The name of the game is seamless, friction-free experiences that build customer trust and make them want to seek you out again for their next transaction. Making that happen can be a real puzzle when you're still relying exclusively on more traditional research techniques. For one thing, clients can engage with your business in so many more ways than in the past. For another, they don't necessarily connect in linear ways; they frequently jump from one phase and channel to another, making their progress much trickier to track.

In short, understanding individual customer pain points at every juncture can be prohibitively complex without the insight- and data-gathering tools in place to efficiently identify areas of potential improvement. Having journey mapping capabilities in place ensures you never lose track of intermittent clientele and your marketing strategies stay in place through thick and thin.

Traditional customer research methods like focus groups still have their place. But customer journey mapping provides a broader perspective by combining documented actions and behaviors with analytics, turning qualitative and quantitative data into actionable insights to guide your customer engagement strategies.

## What's in it for you?

Journey mapping gives you more bang for the buck than traditional research methodologies. Here's what you can expect when you put such processes into place:

**Efficient, effective operations.** Once you make the investment and your technology is optimized, you should notice significant cohesion between your sales, marketing and operations functions. When you have a clear understanding of every detail of customer experiences, it's far easier to identify exactly where silos and gaps need attention and where collaboration is called for. Journey mapping also allows you to prioritize your spending, investing in areas that matter most and eliminating waste in areas that aren't important to your audiences.

**Stellar customer service.** Because journey mapping research is data based, the process eliminates guesswork in determining how your audiences behave and react in relevant, authentic situations, rather than an idealized state or misunderstood scenario. Then your offerings can be personalized to each customer. No longer do you need to apply a blanket marketing approach to everyone; after journey mapping you'll be able to predict how people are likely to react on an individual basis so you can target them with the most compelling messages, products and services.

Until you apply science to every aspect of your transactions, you may not know what you think you know. After mapping your customers' journeys, you'll be able to apply data to every point of service so you can nail it every time when it comes to making your customers happy.

**Magenic** offers the solutions and services you need to help your business gather valuable customer insights to drive strategy. Ask how our Customer Journey Mapping workshops can guide you through the process of discovering customer needs, building business cases and developing product work streams for digital transformation.



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