

A 6-Step Process for Impactful Customer Journey Mapping (And 5 Pitfalls to Avoid!)

Creating detailed, customer-led journey maps are a catalyst for driving effective, long-term improvements to the customer experience.

During our CX Masters podcast series, we interviewed Annette Franz, Founder and CEO of CX Journey.

Annette outlined her 6-step process for impactful customer journey mapping and highlighted 5 of the most common pitfalls to avoid.

A 6-Step Customer Journey Mapping Process

① Planning

Before you begin mapping the customer journey, you should define what you're looking to achieve, what success looks like and how you will measure it, the different personas and segments you'll be mapping, the scope of the journey map, and who will participate from the customer and stakeholder side.

You'll also need to ensure that you have buy-in from the very top of the organization and the necessary budget and resources to make real improvements to the customer experience.



② Empathize

The second step is to carry out a journey mapping workshop to capture what customers are doing, thinking and feeling at every stage of the customer journey. It's therefore crucial that actual customers are involved at this stage, either through active participation in the workshop itself or through in-depth customer research prior to the workshop.

Adding an additional layer of internal customer feedback data will ensure the map is built on solid qualitative and quantitative insights.



③ Identify

The third step is analysing the data to identify and understand:

- Key moments of truth - the stages in the journey where there is the opportunity to "make" or "break" the relationship.
- Pain points - the stages in the journey where customers are likely to experience difficulties or negative emotions.



The first 3 steps of the journey mapping process are more tactical in nature, i.e., analysing the current state of the customer journey and identifying what needs to be improved.

The final 3 steps are more strategic, i.e., designing and implementing the ideal 'future state' of the customer experience.

④ Introspect

The fourth step is to look inward and create a service blueprint by outlining the people, tools, systems, and processes that support and facilitate the customer journey mapped earlier in the process.

The service blueprint helps to understand what's happening behind the scenes to ensure any improvements made to the customer journey address the root causes of a painful customer experience, rather than relying on cosmetic or short-term fixes.



⑤ Ideate

The fifth step is to conduct ideation sessions with customers to create a 'future state' map, i.e., defining what the ideal future customer experience looks like.

Similar to the journey mapping workshop stage, the new experience should be designed through the eyes of the customer, and so direct involvement from customers at this stage is critical.



⑥ Implement

The final step brings together everything learnt in the previous steps to build and prototype the new end-to-end customer experience and test it to ensure customer expectations are being met.

Key changes to the experience should then be communicated to customers, and employees should be trained on how to deliver the new and improved customer experience.



5 Journey Mapping Pitfalls to Avoid



Moving forward without a clear and thorough plan



Not involving customers in the journey mapping process



Creating a high-level touchpoint map rather than a detailed journey map



Not creating a service blueprint to understand the internal view



Starting the journey mapping process without specific personas or segments in mind

To listen to the full podcast episode with Annette Franz, Founder and CEO of CX Journey, [click here](#).

To find out more about how B2B International can help your organization put into place impactful CX programs, visit our website or get in touch via info@b2binternational.com