

EXAMPLE: Future State Customer Journey Map



Stages	Research	Initial Contact & Information-Gathering	Quote	Decision-Making Process	Close of Deal	Follow-Up
Doing	<p>Reading and viewing relevant information (websites, blogs, news articles, reviews)</p> <p>Gathering anecdotes from those who have used the product or service</p>	<p>Reaching out to contact brands they want more information about</p> <p>Viewing demonstrations and examples</p> <p>Talking to brand sales people</p>	<p>Asking about the financial cost of the brand's product or service</p>	<p>Deciding which brand they want to purchase from</p>	<p>Finalizing a deal with their chosen brand</p>	<p>Receiving a follow-up communication after making a deal with a brand</p>
Thinking	<p>What do I really need?</p> <p>Which product or service can help me solve my problem?</p>	<p>Will this brand offer me everything I need?</p> <p>How well does this brand's product or service work in practice?</p>	<p>Will I get a quoted price that works for me?</p>	<p>Which brand both suits my needs and budget?</p>	<p>Will this partnership benefit me in the long-term?</p> <p>What can I expect moving forward?</p>	<p>What are my next steps?</p> <p>Will we have a good, productive partnership?</p>
Feeling	<p>Curiosity</p> <p>Excitement</p> <p>Indecision</p>	<p>Curiosity</p> <p>Apprehension</p>	<p>Apprehension</p> <p>Hopefulness</p>	<p>Indecision</p>	<p>Excitement</p> <p>Apprehension</p>	<p>Excitement</p> <p>Contentment</p>
Customer Experience	<p>Encountering a hard-to-use website vs. an intuitive one</p> <p>Reading bad reviews vs. good ones</p>	<p>Encountering friendly and helpful sales people vs. apathetic ones</p> <p>Gaining a full understanding of the brand vs. being confused</p>	<p>Getting a quote they like and expect vs. one they are frustrated or surprised by</p>	<p>Reflecting on a positive brand experience vs. a negative one</p>	<p>A smooth, quick deal process instead of a drawn-out or frustrating one</p>	<p>A clear follow-up that lays out next steps and expectations vs. a muddled, confusing follow-up...or no follow-up at all</p>
Opportunities	<p>Clean up your online presence to reflect well on your brand.</p> <p>Maximize your resources</p>	<p>Make sure brand contacts are both knowledgeable of the brand, and willing to explain and demonstrate products and services in a friendly way</p>	<p>Make your quotes honest, and use prior information to explain justification</p>	<p>Ensure the customer is left with a positive impression</p> <p>Follow-up with the customer</p>	<p>Have all of your deal details locked down, and be prepared to answer last-minute customer questions</p>	<p>Start off on the right foot by providing your customer the information they want and need</p> <p>Fulfill their expectations</p>

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Doing						
Thinking						
Feeling						
Customer Experience						
Opportunities						

EXAMPLE: Current State Customer Journey Map



Stages	Research	Initial Contact & Information-Gathering	Quote	Decision-Making Process	Close of Deal	Follow-Up
Doing TODAY	<p>Reading and viewing relevant information (websites, blogs, news articles, reviews)</p> <p>Gathering anecdotes from those who have used the product or service</p>	<p>Reaching out to contact brands they want more information about</p> <p>Viewing demonstrations and examples</p> <p>Talking to brand sales people</p>	<p>Asking about the financial cost of the brand's product or service</p>	<p>Deciding which brand they want to purchase from</p>	<p>Finalizing a deal with their chosen brand</p>	<p>Receiving a follow-up communication after making a deal with a brand</p>
Thinking TODAY	<p>What do I really need?</p> <p>Which product or service can help me solve my problem?</p>	<p>Will this brand offer me everything I need?</p> <p>How well does this brand's product or service work in practice?</p>	<p>Will I get a quoted price that works for me?</p>	<p>Which brand both suits my needs and budget?</p>	<p>Will this partnership benefit me in the long-term?</p> <p>What can I expect moving forward?</p>	<p>What are my next steps?</p> <p>Will we have a good, productive partnership?</p>
Feeling TODAY	<p>Curiosity</p> <p>Excitement</p> <p>Indecision</p>	<p>Curiosity</p> <p>Apprehension</p>	<p>Apprehension</p> <p>Hopefulness</p>	<p>Indecision</p>	<p>Excitement</p> <p>Apprehension</p>	<p>Excitement</p> <p>Contentment</p>
Customer Experience TODAY	<p>Encountering a hard-to-use website vs. an intuitive one</p> <p>Reading bad reviews vs. good ones</p>	<p>Encountering friendly and helpful sales people vs. apathetic ones</p> <p>Gaining a full understanding of the brand vs. being confused</p>	<p>Getting a quote they like and expect vs. one they are frustrated or surprised by</p>	<p>Reflecting on a positive brand experience vs. a negative one</p>	<p>A smooth, quick deal process instead of a drawn-out or frustrating one</p>	<p>A clear follow-up that lays out next steps and expectations vs. a muddled, confusing follow-up...or no follow-up at all</p>
Opportunities TODAY	<p>Clean up your online presence to reflect well on your brand.</p> <p>Maximize your resources</p>	<p>Make sure brand contacts are both knowledgeable of the brand, and willing to explain and demonstrate products and services in a friendly way</p>	<p>Make your quotes honest, and use prior information to explain justification</p>	<p>Ensure the customer is left with a positive impression</p> <p>Follow-up with the customer</p>	<p>Have all of your deal details locked down, and be prepared to answer last-minute customer questions</p>	<p>Start off on the right foot by providing your customer the information they want and need</p> <p>Fulfill their expectations</p>

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Stages	Research	Initial Contact & Information-Gathering	Quote	Decision-Making Process	Close of Deal	Follow-Up
Doing TODAY						
Thinking TODAY						
Feeling TODAY						
Customer Experience TODAY						
Opportunities TODAY						

EXAMPLE: Day In The Life Customer Journey Map



Stages	Morning	Afternoon	Evening	Nighttime
Doing	Reading the news Preparing for work Having breakfast	Working Running errands	Eating dinner Relaxing	Sleeping
Thinking	What do I need to accomplish today? What do I want to accomplish today?	What needs to be done right now?	What did I accomplish today? What needs to be done tomorrow?	N/A
Feeling	Anticipation	Impatience	Reflection	N/A

EXAMPLE: Day In The Life Customer Journey Map



Stages	Morning	Afternoon	Evening	Nighttime
Doing				
Thinking				
Feeling				