



# 7 steps to start CUSTOMER JOURNEY MAPPING

- ## 1 Establish the scope of the project.

Clearly establish the scope of the project by defining who, what, where, and when. The map will help you show how and why.

  - ### Who

The persona or customer. Create one journey map per persona / point of view.
  - ### What

The goal, action, or task you want to improve. You may wish to prioritize journeys that happen most often or have the most known issues.
  - ### When

The time period in the customer journey when the customer will achieve the outcome. What is the before, during and after of the journey you are assessing?
  - ### Where

The channel(s) the journey happens in.
- ## 2 Conduct internal research.

Gather existing data around the journey. This could include website data, call center logs, social media posts, or operational data.
- ## 3 Map the 'current state' customer journey.

Identify the teams that interact with the persona and experience you are mapping. Engaging with teams that touch the journey you are mapping will help tie the resulting journey map back to business processes, metrics and results.
- ## 4 Develop and document your hypothesis about the journey.

What's working well? Where do things break down? Identifying "Moments of Truth" — the make-or-break touchpoints in a customer's journey — is a key component of journey mapping. It takes **"twelve positive moments of truth to counter one failed moment,"** according to service management researcher Richard Normann in his book *Moments of Truth*.
- ## 5 Conduct customer research.

Ask research participants to detail the steps they take to complete the task you've decided to map in their own words. Keep questions open ended. Listen for "doing, feeling, thinking" verbs as the participant explains the steps.

The language customers use matters, and may offer a clue into how they feel about a part of the journey.
- ## 6 Review the journey.

Analyze the gaps between the current strategy and expectations. Use the participant's responses to validate or disprove your team's observations. Discuss perception gaps. Train customer facing teams on the moments of truth and pain points that you've discovered. Make sure that your map includes accountability and metrics so that you can show results and improvements.
- ## 7 Improve the journey. ★★★★★

Put change into action by fixing what you've identified as a problem. Communicate the change to the teams that are involved in the journey and measure the behaviors that result from the change. Share insights and results outside of your team to help employees identify with the customer and have a voice in the customer experience.



## Have you tried the Signavio Journey Modeler yet?

As part of the Signavio Business Transformation Suite, Signavio Journey Modeler helps you operationalize customer experiences by connecting your business processes with the way customers actually understand them.

For more information,

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