For modern marketers, improving customer experience (CX) is no longer a “nice-to-have.” It is a business imperative. Two essential tools to help marketers improve CX are Customer Journey Mapping and Customer Experience Mapping.

Here is a quick reference guide that explains what each tool is and how to use each to improve CX.

**Customer Journey Mapping**
- **SCOPE:** The journey of a persona/customer on a single, linear path - the “micro view” of the customer experience.
- **PURPOSE:** Learn how a customer or group of customers responds to a particular customer journey or segment of a company’s operations.
- **EXAMPLES:**
  - A customer’s experience with a single product or service is mapped and any issues are noted:
    1. Customer notices an online ad.
    2. Customer clicks on ad and visits landing page.
    3. Systemic issues identified by this analysis are cataloged so the issues can be addressed.
  - Customer asks for more information about the product.
  - Customer purchases product.
  - Customer calls customer support with questions about the product purchased.
- **QUESTIONS TO ASK:**
  - What issues did the customer encounter on the journey?
  - What worked well?
  - What can be done to improve the experience?
  - What opportunities are available to improve customer satisfaction?
  - What opportunities exist to boost brand loyalty?
- **APPLICATIONS:**
  - Perform A/B testing for a landing page, email offer, or other consumer outreach effort.
  - Identify customer service issues across multiple products or services.
  - Improve the customer nurturing process.
  - Optimize a sales funnel.
  - Identify problems with a particular product or service..

**Customer Experience Mapping**
- **SCOPE:** The customer experience at all touchpoints throughout their time as a customer - the “macro view” of the customer experience.
- **PURPOSE:** Gain insight into systemic issues that impact a company’s operations on a macro level.
- **EXAMPLES:** Multiple customer journeys are analyzed to identify systemic issues that impact a company’s operations.
- **QUESTIONS TO ASK:**
  - Is a prospect matching your products and services against your competitors’ offerings prior to making a decision to buy?
  - How are prospects learning about your company? How does the customer's journey at your company compare to the journey with a competitor?
  - What touchpoints are contributing to attrition among your customer base?
  - What opportunities are available to improve customer acquisition and retention?
  - What opportunities exist to boost brand loyalty?
- **APPLICATIONS:**
  - Improve the company’s ability to serve its customers and market its products or services.

Crownpeak DXM: The power and agility to optimize the customer experience faster than ever before.

Once you have mapped your customer journey and experiences thoroughly and gained insights into what is working and what needs to be addressed, it’s time to deliver digital experiences that engage and delight your customers.

That’s where Crownpeak shines.

Crownpeak’s Headless 2.0 CMS uniquely combines the flexibility of headless CMS with the improved customer experience delivery potential of a decoupled and hybrid approach. Crownpeak DXM empowers marketers with the autonomy to respond to customer needs and provide the type of digital experience they deserve at lightning-fast speed.

Request a demo of Crownpeak today to see what we can do to support your customer experience strategy.


See how Crownpeak works.