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Customer Experience Mapping Vs. Customer Journey Mapping At-a-Glance



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

The customer experience at all touchpoints throughout their time as a customer - the "macro view" of the

customer experience

Customer Experience

Mapping



customers responds to a particular customer journey or segment of a company's operations

Learn now a customer or group of

impact a company's operations on a macro level

Gain insight into systemic issues that



product or service is mapped For example:

A customer's experience with a single

- ► Customer notices an online ad
- ► Customer clicks on ad and visits landing page
- Customer asks for more information about the product
- Customer purchases product
- ► Customer calls customer support with questions about the product purchased

and any issues are noted: ▶ The issues found in these journey

Multiple customer journeys are studied

- maps are analyzed for similarities ▶ Systemic issues identified by this
- analysis are cataloged so the issues can be addressed



QUESTIONS TO ASK

- What issues did the customer encounter on the journey?
- ▶ What worked well? ► How can the issues that negatively
- impacted the customer journey be ▶ How can the positive aspects of the
- other points? ▶ How does the customer's journey at

customer journey be replicated at

- your company compare to the journey with a competitor?
- prior to making a decision to buy? ▶ How are prospects learning about your

▶ Is a prospect matching your products

and services against your competitors'

- company? Is an existing customer contacting
- you via different customer support channels regarding problems with your products or services? ► How successful are your customer
- satisfaction initiatives? ▶ 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?



▶ Improve the customer nurturing process Optimize a sales funnel

► Perform A/B testing for a landing

page, email offer, or other consumer

- Identify problems with a particular product or service

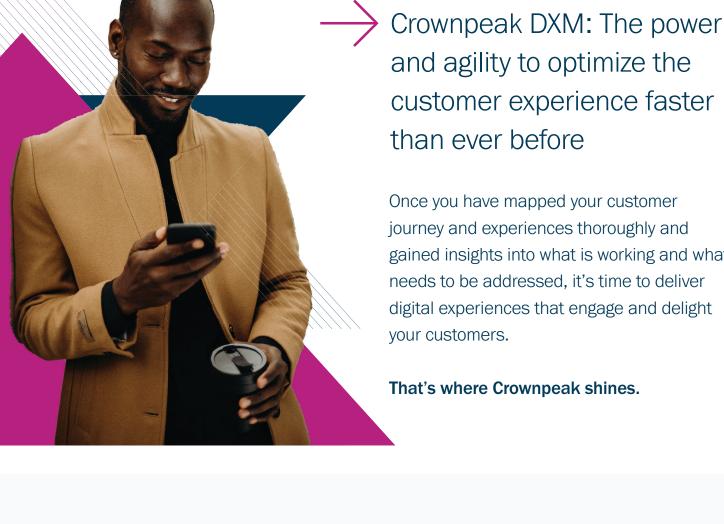
outreach effort

- ▶ Identify operational issues impacting the company as a whole

across multiple products or services

▶ Identify customer service issues

- ▶ Improve the company's ability to serve its customers and market its products or services



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 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.

