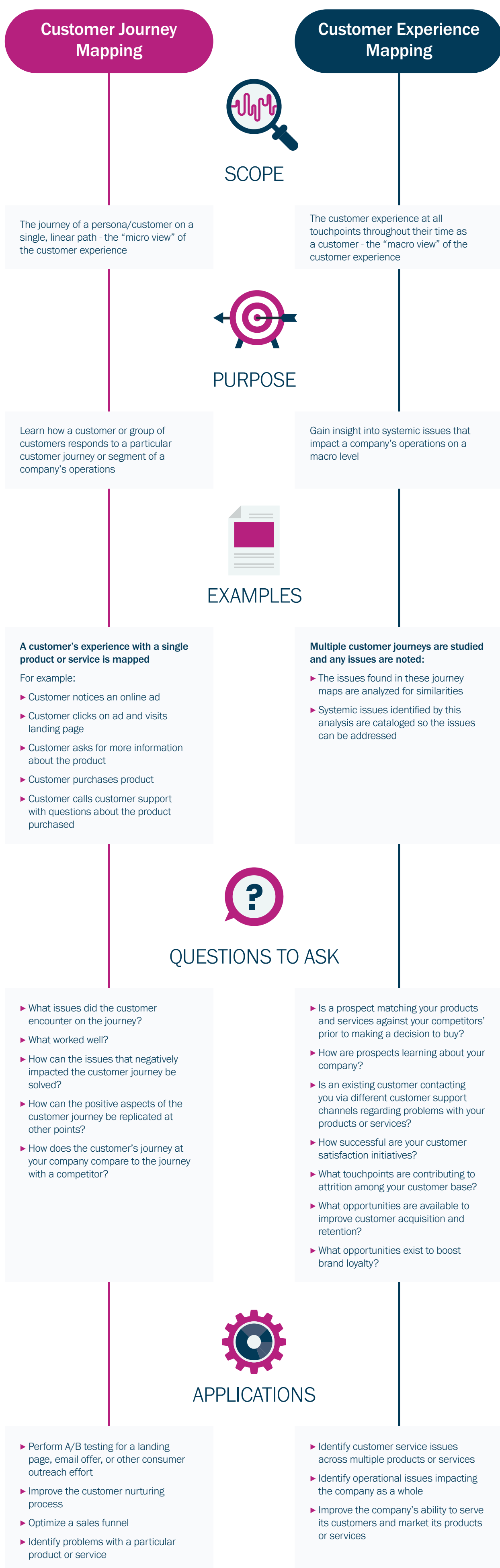


# Customer Experience Mapping Vs. Customer Journey Mapping At-a-Glance



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.



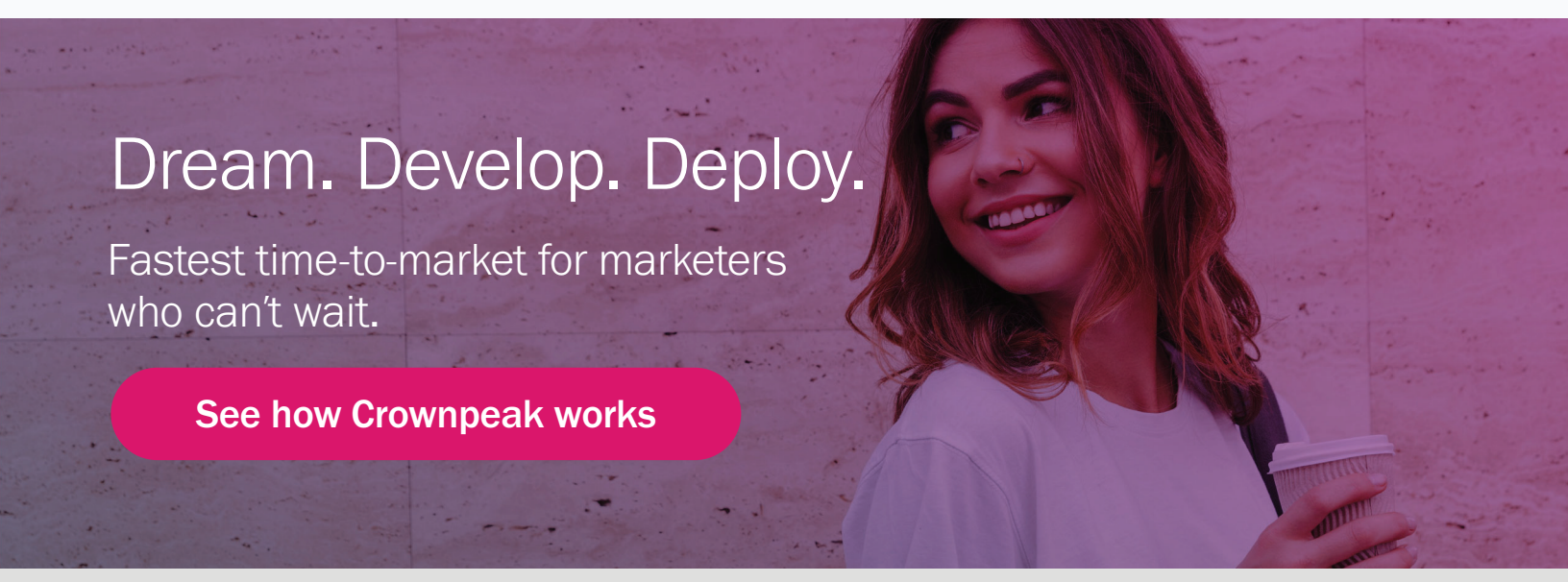
➔ **Crownpeak DXM: The power and agility to optimize the customer experience faster than ever before**

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 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.**



**Dream. Develop. Deploy.**  
Fastest time-to-market for marketers who can’t wait.

**See how Crownpeak works**