

Customer Journey Mapping

A free template for businesses planning for growth

Included in this resource are seven different customer journey maps:

- Buyer's Journey Template
- Current State Template
- Lead Nurturing Mapping Template
- Future State Template
- A Day in the Customer's Life Template
- Customer Churn Mapping Template
- Customer Support Blueprint Template

How to use this template:

Download this pdf and open it in Acrobat. The boxes in the columns and rows are editable - simply click in the box and start typing!

We hope these templates help you!

Customer Journey: Buyer's Journey

The **buyer's** journey is the entire buying experience from pre-purchase to post-purchase. It covers the path from the customer's awareness of an existing pain point to becoming a product or service user. The **customer journey** refers to your brand's place within the buyer's journey: that is, the customer touchpoints where you will meet your customers as they go through the stages of the buyer's journey.

	Awareness Stage	Consideration Stage	Decision Stage
What is the customer thinking or feeling?			
What's the customer's action?			
What or where is the buyer researching?			
How will we move the buyer along his or her journey with us in mind?			

Customer Journey: Current State

These customer journey maps are the most widely-used type. They visualize the actions, thoughts, and emotions your customers currently experience while interacting with your company. They are best used for continually improving the customer journey.

	Step 1	Step 2	Step 3	Step 4	Step 5
What is the customer thinking or feeling?					
What is the customer's action?					
What is the customer's touchpoint with the business?					
What do we want to change about this step?					
How and/or why will we make this change?					

Customer Journey: Lead Nurturing

These customer journey maps are about helping you understand the fundamental interactions that your future customer will have with the organization. What are their motivations? What are their questions about each marketing touchpoint? Try to understand what they want and the concerns they'll have when they talk with their peers. The goal is to get actionable customer insights that allow you to increase the clarity and relevance of your messaging, thus improving the prospect's experience.

	Stranger	Subscriber/ Lead	MQL	Opportunity/ Demo	Deal Closed to Go-Live/Handoff
What is the lead thinking, feeling or saying?					
Who from our company is the lead hearing from or talking to?					
What content from our company is the lead interacting with?					
What can we do to expedite this process?					
What can we do to make the lead more comfortable in decision making?					

Customer Journey: Future State

These customer journey maps visualize what actions, thoughts, and emotions your customers will experience in future interactions with your company. Based on their current experience, you'll have a clear picture of where your business fits in. These maps are best used for illustrating your vision and setting clear, strategic goals.

	Step 1	Step 2	Step 3	Step 4	Step 5
What is the customer thinking or feeling?					
What is the customer's action?					
What is the customer's touchpoint with the business?					
How does the above section differ than the current or previous state?					
Why do we feel this will alter the customer journey?					

Customer Journey: A Day in the Life

These customer journey maps visualize the actions, thoughts, and emotions your customers currently experience in their daily activities, whether or not that includes your company. This type gives a broader lens into your customers' lives and what their pain points are in real life. Day-in-the-life maps are best used for addressing unmet customer needs before customers even know they exist.

	Stranger	Subscriber/ Lead	MQL	Opportunity/ Demo	Deal Closed to Go-Live/Handoff
What is the lead thinking, feeling or saying?					
Who from our company is the lead hearing from or talking to?					
What content from our company is the lead interacting with?					
What can we do to expedite this process?					
What can we do to make the lead more comfortable in decision making?					

Customer Journey: Customer Churn

These customer journey maps visualize the main reasons customers leave you, and help you effectively prevent that churn. The customer churn journey map can help to identify which experiences lead to customers leaving and what actions need to be taken to increase retention rates. In addition, they can help you discover any existing weaknesses or gaps in the customer journey map that can address your business to achieve its objectives.

	Popular Churn Reason #1	Popular Churn Reason #2	Popular Churn Reason #3	Popular Churn Reason #4	Popular Churn Reason #5
What did the customer experience?					
What is the customer feeling after this/these incidents?					
Why does this ultimately cause the customer to churn?					
How can we improve this experience to reduce churn?					

Customer Journey: Service & Support

These customer journey maps begin with a simplified version of one of the above map styles. Then, they layer on the factors responsible for delivering that experience, including people, policies, technologies, and processes. Service blueprints are best used to identify the root causes of current customer journeys or the steps needed to attain desired future customer journeys.

	Normal Use	Notifies Issue or Has Complaint	Asks for Help/ Contacts Support	Speaks with Support or Rep	Resolves Conflict/Issue
What is the customer feeling?					
Why is the customer feeling this way?					
How do we communicate with the customer?					
What action do we take in the background?					

Chart a Path to More Revenue

Custom Growth Plans

Ready, set, grow.

Get customized growth plans for your business using SEO, digital marketing and web design. Whatever you decide, we can help deliver real results for less than the cost of a new hire.