# CUSTOMER JOURNEY MAPPING 101

The journeys consumers take are never linear, flat, or static. And as they endure, change, and adapt to the world around them, they learn new behaviors and develop new preferences.

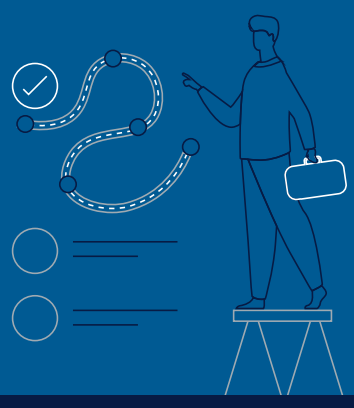
**Journey mapping can help elevate them.**

## So why prioritize customer journey mapping right now?

Now is an excellent time to reassess your atlas of maps and make them current. When you do, consider launching potential new, relevant journeys for health and safety or diversity and inclusion.

From pre-pandemic to emerging new normals, how have your customers' journeys changed?

According to **Forrester Research**, the pandemic has reordered the importance of individual journeys. Mapping will help CX teams prioritize which journeys need to be created, revised, and accelerated.



## What is it?

A customer journey map is an archetype of a customer's 360-degree experience with an organization. It is an exercise that helps businesses step into their customer's shoes and see things from their perspective.

The more touchpoints you have in the journey, the more complicated — and necessary — such a map becomes.

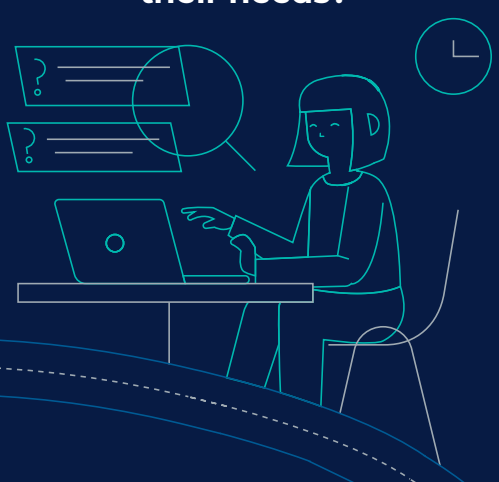
## How does it work?

Creating a visual story of a customer's relationship with your brand can result in effective strategies and recommendations to improve the customer experience, increase engagement, and improve conversion.

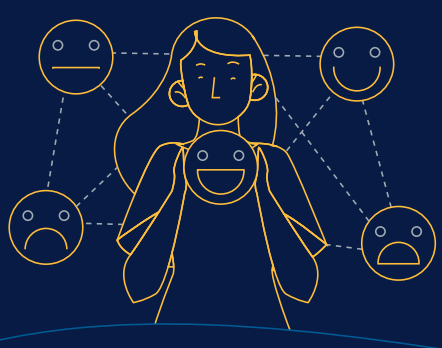
An accurately produced customer journey map will ask and answer foundational questions like these:

### What is their process?

### What are their needs?



### What are their emotions?



### What is the series of interaction?

## What is the map building process?

### Discover

- Leverage existing insights
- Conduct workshop with key stakeholders
- Create hypothesis map

### Research

- Conduct research with prospective and current customers to fill knowledge gaps and validate hypotheses

### Roadmap

- Create roadmap
- Finalize map(s)
- Create future state customer journey maps to visualize ideal journey

## Customer journey mapping at work

Learn how customer journey mapping helped our client, one of the largest banks in the U.S., increase online account openings by 54%.

**SEE THE CASE STUDY →**

Map journeys with real insights.
**Visit rrd.com/research**

© 2021 R.R. Donnelley & Sons Company. All rights reserved. RR DONNELLEY, RRD, and RRD (Stylized) are trademarks or registered trademarks of R.R. Donnelley & Sons Company. All other trademarks are the property of R.R. Donnelley or their respective owners.