Customer Journey Map: ‘Front of House’

Start → End

01 Awareness

- How does your target audience become aware of your innovation or offering?
- What channels or touchpoints do they encounter during this stage?
- How can you make your innovation stand out and capture their attention?

02 Consideration

- What factors influence your target audience's decision-making process?
- What information or resources do they seek during this stage?
- How can you differentiate from competitors and address any concerns?

03 Purchase

- What prompts your target audience to make a purchase decision?
- What are the key steps involved in the purchasing process?
- How can you streamline the purchase process and enhance convenience for Visitors?

04 Services

- How do you deliver your innovation or service to Visitors?
- What touchpoints or interactions do they have with your business after making a purchase?
- How can you ensure a seamless and satisfying experience during the delivery?

05 Loyalty

- How do you cultivate loyalty and repeat business from your Visitors?
- What incentives or rewards do you offer to encourage loyalty?
- How do you personalise the experience and exceed expectations to foster loyalty?

06 Advocacy

- How do you turn satisfied Visitors into advocates for your brand or innovation?
- What opportunities exist for them to share their positive experiences with others?
- How can you encourage and facilitate word-of-mouth marketing and referrals?

Customer Journey Map: ‘Back of House’

Start → End

01

Awareness

- How do internal stakeholders become aware of the need for process innovation?
- Consideration: What factors influence the decision-making process for implementing internal process changes?

02

Implementation

- What steps are involved in implementing the new process internally?
- Integration: How does the new process integrate with existing systems and workflows?

03

Optimisation

- How can you continuously monitor and improve the efficiency and effectiveness of the new process?

04

Advocacy

- How do you gain buy-in and support from internal teams for the new process?