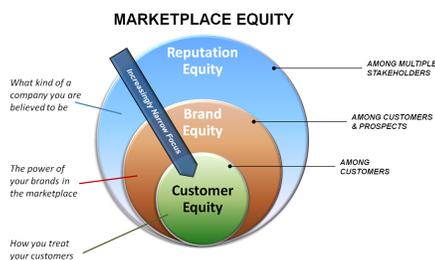


The Strategic and Operational Value of Customer Journeys

Making Customer Journeys part of your brand experience to win and retain customers



Your brand is the face of your firm in the marketplace. It is the focus of the marketplace's attention and behaviors. As such, it is what enables your firm to develop an initial relationship and subsequently form bonds with customers.

The initial expectations of what the customer experience with you will be like are the result of what is known about your brand, and what may be known about your firm as a whole--your reputation. In turn, actual customer experience has the power to reaffirm or reshape your brand and your reputation.

Today the challenge for firms is to effectively use their resources and leverage cutting-edge technologies to understand and, crucially, take control of the tiller early in a buyer's journey toward becoming a customer, help set their course, and be a trusted guide. And because the process that moves a prospect to a customer is only the beginning of their odyssey, firms also need to learn how to understand and continually, proactively manage every facet of that continuing cycle of experiences, evaluations, and decisions.

The customer relationship, the brand, and your reputation all are at stake.

Journeys are becoming central to the customer's experience of a brand—and as important as the products themselves in providing competitive advantage.

– Harvard Business Review, 2015

In recent years much attention has been given to mapping customer journeys whether they be what potential customers do to find your brand or what they do once “inside your door.”

The Buyer Journey

Mapping the journeys taken by potential customers has enabled businesses to affect buyer decisions by knowing the optimal channels to reach specific types of buyers as well as what messages and marketing tactics will most resonate with them. In so doing most companies have been **reactive**--trying to anticipate buyers next moves and position themselves along the pathways as buyers navigate the decision journey from consideration to purchase.

New digital technologies along with rethinking your operational structures and processes make it possible for you to **proactively** manage the buyer journey. In so doing, you can win customers early in their search and provide a *lighted pathway* to the purchase of your products and services.

The Customer Journey

While most companies recognize the value of managing their customers' experiences at every touch point, most fail to recognize that it is the cumulative experiences across multiple touch points and in multiple channels over time that drives their customers' satisfaction and ultimate loyalty. Identifying the journeys your customers take inside your door and embedding this knowledge into your organizational structure and processes is a paradigm for success.

If you would like to discuss these ideas further with us, please contact us and let us show you how you can leverage customer journeys into a **competitive brand differentiator**.

For More Information

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