How to Complete Your Customer Journey Map

1- Choose Your Customer: Select one specific type of pet owner or customer to map.

2 - Walk Through Each Stage: Review Awareness, Consideration, Decision, Retention, and Advocacy from the customer's perspective.

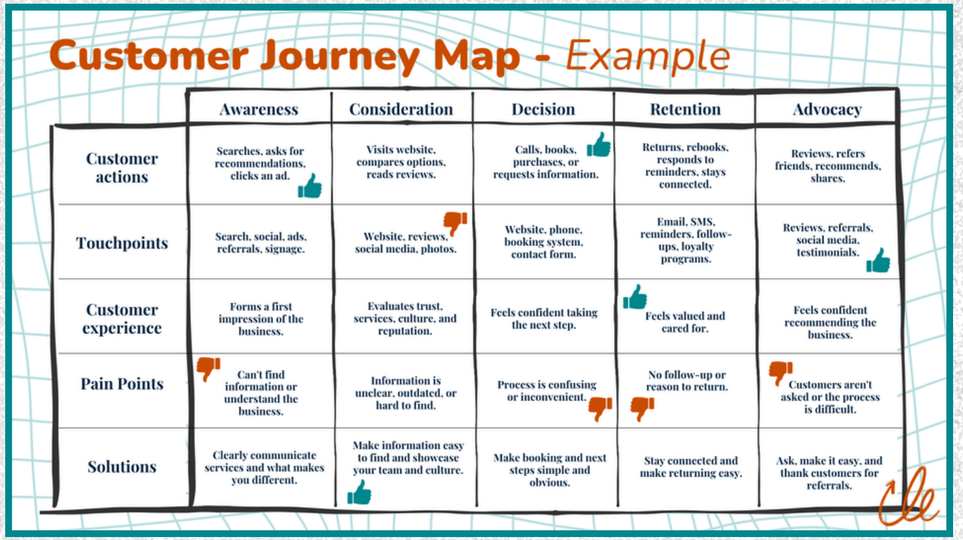
3 - Identify the Experience: For each stage, consider the customer's actions, touchpoints, experience, pain points, and potential solutions.

4 - Mark Each Box

👍**Thumbs Up:** Working well.

👎**Thumbs Down:** Opportunity to improve.

5 - Discuss as a Team: The first review may take time and require input from different team members who interact with customers.



6 - Prioritize Improvements: Focus on the opportunities that will have the greatest impact on the customer experience and your business.

7 - Review Regularly: Revisit the map before team meetings, discuss what is working and what needs improvement, and track progress over time.

BOOK YOUR STRATEGY CALL

Customer Journey Map

	Awareness	Consideration	Decision	Retention	Advocacy
Customer actions					
Touchpoints					
Customer experience					
Pain Points					
Solutions					

Customer Journey Map - *Example*

	Awareness	Consideration	Decision	Retention	Advocacy
Customer actions	Searches, asks for recommendations, clicks an ad.	Visits website, compares options, reads reviews.	Calls, books, purchases, or requests information.	Returns, rebooks, responds to reminders, stays connected.	Reviews, refers friends, recommends, shares.
Touchpoints	Search, social, ads, referrals, signage.	Website, reviews, social media, photos.	Website, phone, booking system, contact form.	Email, SMS, reminders, follow-ups, loyalty programs.	Reviews, referrals, social media, testimonials.
Customer experience	Forms a first impression of the business.	Evaluates trust, services, culture, and reputation.	Feels confident taking the next step.	Feels valued and cared for.	Feels confident recommending the business.
Pain Points	Can't find information or understand the business.	Information is unclear, outdated, or hard to find.	Process is confusing or inconvenient.	No follow-up or reason to return.	Customers aren't asked or the process is difficult.
Solutions	Clearly communicate services and what makes you different.	Make information easy to find and showcase your team and culture.	Make booking and next steps simple and obvious.	Stay connected and make returning easy.	Ask, make it easy, and thank customers for referrals.