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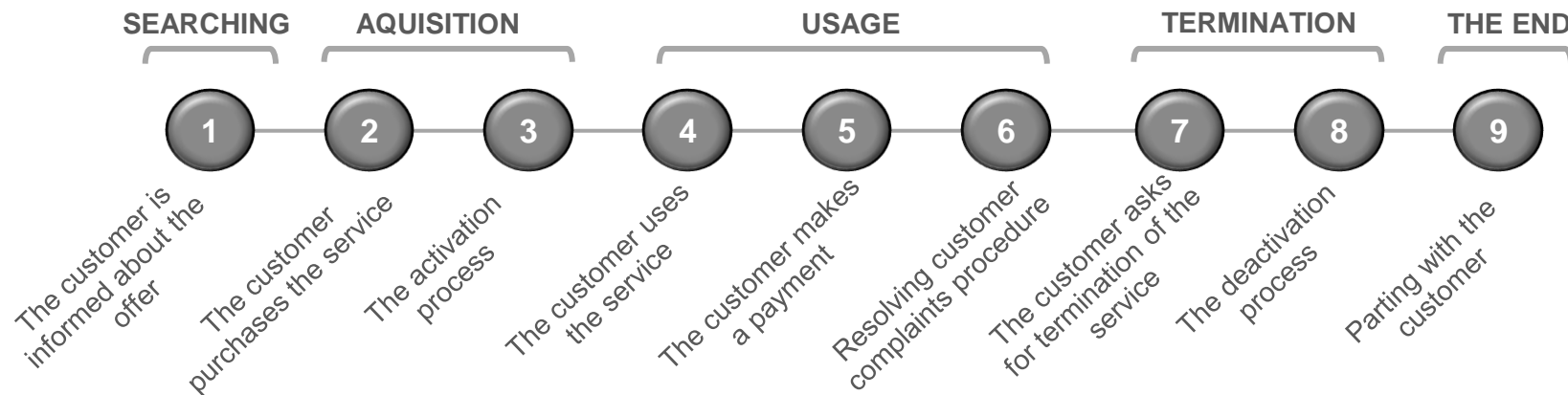
# Mapping the customer journey



## What are the TOUCHPOINTS?

- When the customer uses the products and services he “meets” with the company through variety of channels and an interaction between the customer and the company is established.
- These interactions are moments or points of contact and are known as the “touchpoints”.
- These touchpoints can have positive or negative effect on the customer and are very important during establishing a link between the customer and the company.

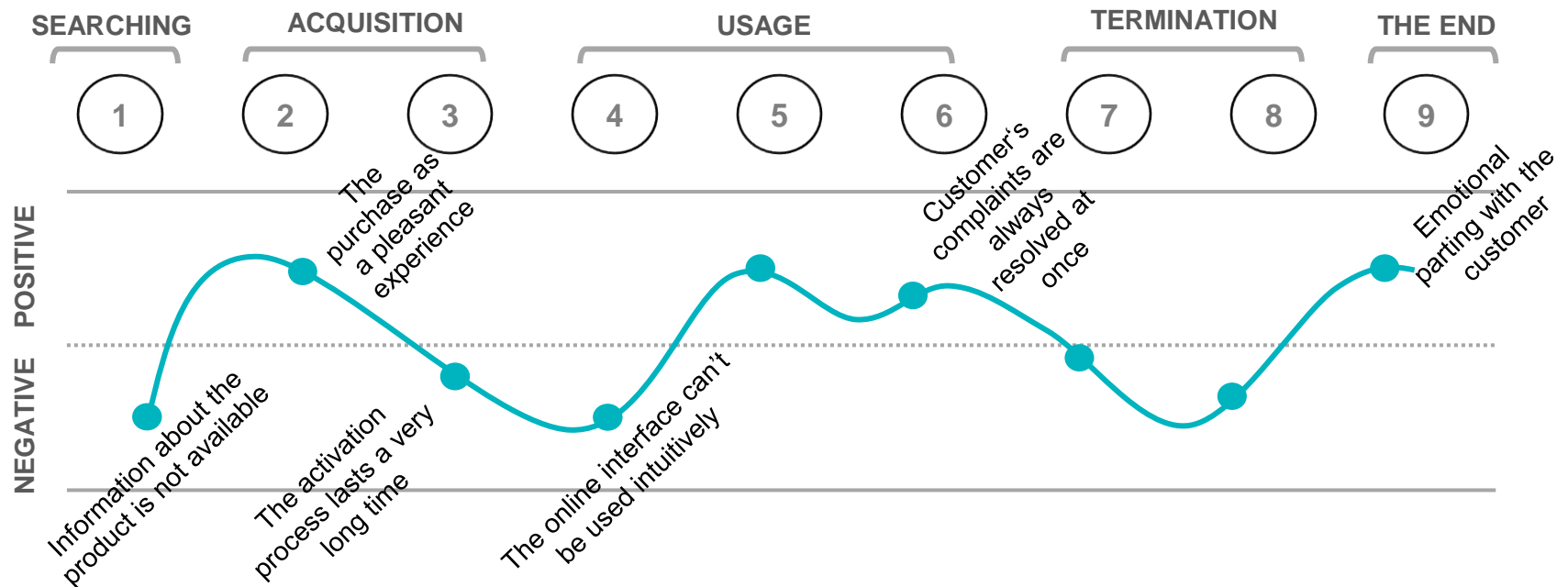
## Touchpoints in the customer journey





## Positive and negative experiences during the customer journey

- Mapping the customer journey presents us with customer's feelings during the interaction with the company, its products or services - real or ideal.
- The mapping is used for listing the positive and negative feelings of the customer, which helps to determine space for innovation.





## How to map?

- Write down the steps in the customer's life cycle or the touchpoints with the customer.
- Map the journey marked by emotional ups and downs either based on a customer survey or on discussions carried out in individual departments of the company.

