# Customer Journey Mapping

## Charting a map to data-driven decision making.

A customer journey map is a visual storyline of every engagement a customer has with a service, brand, or product. The purpose of the customer journey map is to put yourself in the shoes of the customer and understand their perception of the experience your company is providing. Touch points may include organic search traffic, mailer receipt, a welcome email, in person meetings, follow up calls, word of mouth referrals, etc.

Throughout the journey map, we will label key touch points and associated data to make measuring performance a breeze.

- Identify customer entry points

- Review and analyze existing data (if applicable) to determine every touch point from entry and how each is performing

- Discover where customers are "falling off" the path and how to catch them before they are irretrievable

- Pinpoint opportunities to strengthen customer engagement and experience

- Decide on experiments to engage customers

- Label call to action and community building moments

*"See the power of data in action!*

*Our comprehensive storytelling map for CPW highlights the journey from understanding to action in mitigating bear conflicts. This vital tool illustrates the various touchpoints and narratives to engage the community and promote behavior change. By using data to inform our strategies, we're ensuring that our messages are impactful AND tailored to the audience's specific needs and concerns.*

*It visualizes the entire campaign flow for our persona (Chris of Garfield County), from initial awareness to sustained behavioral change. Each step is carefully designed to foster empathy, understanding, and proactive measures."*

*-Clare Hefferren, CCO | Callosum*

## Chris: Garfield County Primary
### Healthcare Worker & Seasonal Visitor

Thank you for partnering with your community to prevent dangerous and costly bear encounters in Eagle County. Your primary audience for the "Bear Necessities" campaign is Chris, a healthcare worker and seasonal visitor to the area. For context, please review the Garfield County Primary Persona before reviewing this map.

Our goal is to encourage Chris (a fictitious person created from data) to live and breathe a "NeighBEARhood Watch" mentality when visiting. This map will help you target your communication efforts to effectively reach Chris and activate behavior change through messaging that resonates with him.

Based on extensive research and verified data, Chris represents a large transient population in your county that is key to the success of this campaign. However, you have also been equipped with other personas that you can use to widen your net and reach a variety of audiences within your county. They have their own storytelling maps to help you target those supplemental communication efforts accordingly.
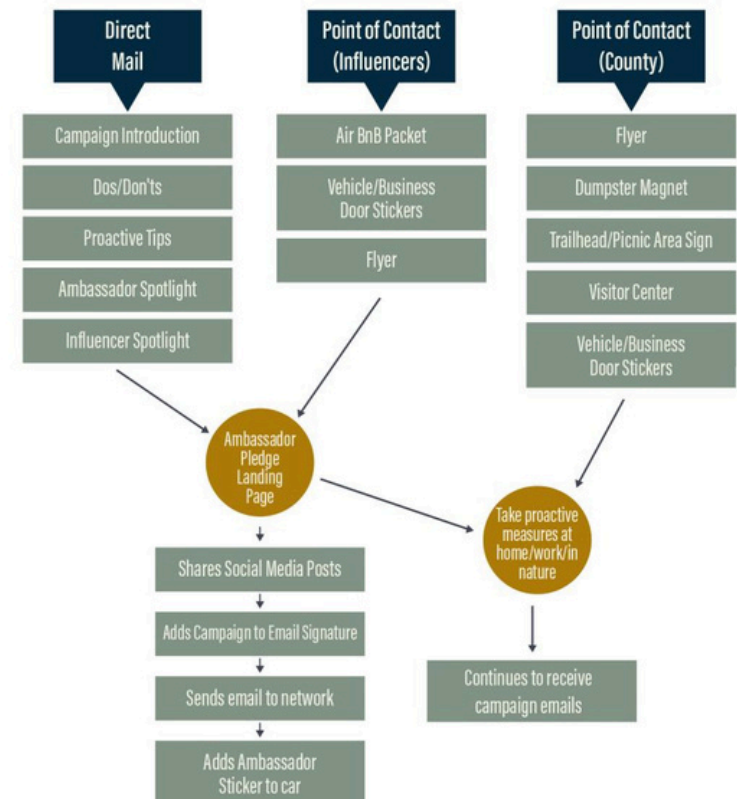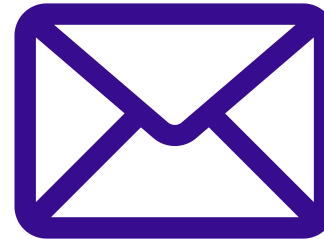
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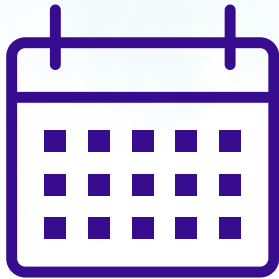
Schedule a 30-minute proposal review and Q&A meeting

**OR**

Email me your questions **OR** let me know you are ready to get started!

I'm excited for you to take the next step in strengthening your business' strategic communications and marketing efforts!

*Kristina Gorr*

Owner, Crafted Voice Communications

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