



# Why the customer journey matters

How customer journey mapping can help you put the customer at the heart of your digital transformation



Raman Sapra, Global Head of Dell Digital Business Services, says the best way to leverage digital is to take a comprehensive rather than a piecemeal approach. A key tool to achieve this is customer journey mapping.

Customer journey maps help you realize and design useful, engaging digital experiences.

See why experts from Wharton and Dell say identifying all of the touchpoints where customers, employees and partners interact with a product or service is a crucial early step when embarking on digital transformation.

“By overlaying the digital possibilities upon customer journey maps, organizations are able to better visualize which aspects of their business they should focus on, which of the new technologies they should embrace and what new business models they can create.”

— Siddharth Gaikwad,  
Global Head of Digital Experience,  
Dell Digital Business Services

**A customer journey map is key to understanding a customer's expectations, experiences and perceptions.**

It can help you understand how to engage more effectively, delight customers and disrupt your industry.

Digital transformation represents tremendous opportunity for those organizations who capitalize on it and a serious threat to those who wait too long to act.

Customer journey maps illustrate a customer's expectations, experiences and reflections across a product or service lifecycle.

You can get the insights you need to design useful, engaging digital experiences and identify the unmet needs of your customers, employees and partners through customer journey maps.



## Start with identifying your imperatives and priorities.

To transform your business, you first have to understand your stakeholders: customers, employees and partners.

### Identify points of delight

Customer journey mapping is key to giving your organization the “aha” moment when it comes to identifying digital opportunities. When expectations, experiences and perceptions are illustrated it becomes easier to understand the points of delight.

Think of booking an airline ticket. Your journey in this case starts at the moment you realize your need to travel. A customer journey map captures your expectations and potential experiences from that point on, recording every interaction you could have as you make your purchase and take your flight—taking you from the point of need through purchase, use and, if all goes well, loyalty and recommending.

### Transform your business

In today’s age of social media, a single vocal customer or employee can have a big business impact. This makes it all the more important for organizations to find new opportunities to delight and serve customers, employees and partners.

To truly reap the benefits of customer journey mapping, organizations should go deep.

“Consumer journey mapping “is at the center of all consumer-focused organizations and can transform many businesses.”

—Patti Williams  
Wharton Professor of Marketing

## The best approach to mapping



Customer journey mapping requires design, domain and facilitation skills. Typically, you create a customer journey map using both primary research (personal interviews, focus groups, braining and shadowing) and secondary research (data from databases, third party research, websites and social media).



The first step is to define the specific product, service or task that you want to improve and who consumes it.



Once the consumer is defined, a “persona” based on the customer’s demographic and psychographic profile is created. This includes information such as age, socioeconomic background, values, opinions and attitudes.



The persona’s journey — comprised of their expectations, experiences and reflections — is then mapped across the complete lifecycle of the product, service or task.



Next, these insights are converted into touchpoints which represent where a connection is made with the customer, whether via desktop or mobile, and through a web site or social media. Once the current state is illustrated, you can better see the possibilities — where you should focus, which technologies to embrace and what new business models could be created.



An accurate map can be made in just a few weeks and, if done properly, a map can be used for several years. But as changes occur, the map should be updated.

Learn more about customer journey maps in this Knowledge@Wharton report:

••••• Customer journey mapping is at the heart of digital transformation >