

THE CUSTOMER JOURNEY

Hourglass Journey Map

To complete the top half of this form put yourself in the mind of your customer and ask how they find and ultimately decide to buy from or hire you. Then once they become a customer, determine what they would expect during their journey. What would “they” do, not what should you do. State it from the customer’s point of view. (Think as though you are asking your customers what they do.)

The second row is your chance to then brainstorm a little based on your first row answers to create some ideas for what you already do and what you might need to add.

Company

URL

Buying Process	Know	Like	Trust	Try	Buy	Repeat	Refer
<p><u>Customer Journey</u></p> <p>What do they do or expect in each step?</p>							
<p><u>Recommended Actions</u></p> <p>What projects, messages campaigns, or processes must we add or revise?</p>							

