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Introduction to Customer Journey

Understanding the Customer Journey: Your Path to Better Engagement

DEFINITION

> The customer journey is the complete experience a customer has with a brand, from awareness to purchase and beyond. It helps businesses understand customer needs and improve interactions.

KEY CONCEPTS

Awareness Stage

This is when potential customers first learn about a brand or product.

Consideration Stage

Customers evaluate different options and compare products before making a decision.

Decision Stage

At this point, customers decide to make a purchase or take action.

Post-Purchase Experience

This phase involves customer support and follow-up to ensure satisfaction after the sale.

Customer Feedback

Gathering insights from customers helps improve products and services based on their experiences.

EXAMPLES

→ A customer sees an ad on social media and visits the website.

→ After purchasing, a customer receives a thank-you email and a feedback survey.

→ A customer compares prices and reviews before deciding to buy a product.

MEMORY TIPS

★ Remember 'A-C-D-P' for Awareness, Consideration, Decision, and Post-Purchase.

★ Think of a journey: it has starting points, stops, and destinations.

★ Visualize a map where each stage is a landmark on the customer's path.

COMMON MISTAKES

✗ Ignoring the post-purchase phase and its importance for customer retention.

✗ Failing to gather and analyze customer feedback effectively.

✗ Assuming all customers have the same journey without considering individual experiences.

QUICK RECAP

The customer journey outlines the stages a customer goes through with a brand. Understanding these stages helps improve customer engagement and satisfaction, leading to better business outcomes.