

## Customer Journey Mapping

Conducting business process improvement include understanding the voice of the process which involves understanding the customer's journey. Customer journey maps take a 360 degree view on all interactions and touchpoints of the customer from pre-customer stage to making them a loyal customer.

In order to draw a correct customer journey map, you would need to first understand your business strategy and the target audience strategy. You draw a journey map starting from the time of pre-customer stage based on your advertising and marketing reach till the loyalty stage as shown below.

