

R U S T Y M O N K E Y

Developing your customer journeys

Your customer's experience of your brand doesn't start and finish with the purchasing stage. There are hundreds of little touchpoints all across your brand where you can focus on making their experience with you as positive as possible. This will encourage brand loyalty and help you to build your tribe.

The prompts in this document will help you to understand your customer journeys, and think of innovative ways you can develop them to create something remarkable.

Your customer profile template

We recommend printing this and filling a copy out for each of your typical top-priority customers.

This will help you to create customer journey maps for individual customer profiles, and also to measure your brand output against these customers to ensure you're always meeting their needs and expectations.

Name:

Age:

Married?

Children?

Income:

Homeowner?

City/suburb/country resident?

What other brands do they like?

What do they like about those brands?

What challenges do they face?

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What are their pain points?

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What objections do they have about us/our product?

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What questions do they have about us/our product?

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What are their goals?

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What are their values?

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Your first exposure touchpoints

This is the point of the customer journey where your audience is first exposed to your brand. Before this, they have never heard of you. List your current first exposure touchpoints, then list some more touchpoints you'd like to improve or introduce into your customer's journey to make their experience better.

**Your current first
exposure touchpoints...**

**New touchpoints or
touchpoints you'd like
to improve...**

What's your favourite brand?



Why did you choose this brand?

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Can you describe a remarkable touchpoint you've experienced with this brand?

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Can you incorporate any of the things you like about this brand into your own?

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What action points would achieve this?

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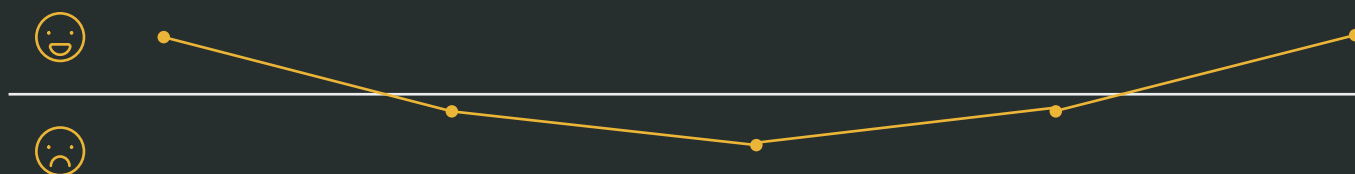
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Your customer journey maps

You can use the template that follows to sketch out your customer's journey from first exposure. Each business has a different customer journey, with different steps after first exposure, so we've left these steps blank for you to fill out.

To guide you in this exercise, we've provided a real-life example on the following page.



One of the most important components of your customer journey map is noting how you think your customers are feeling. Don't worry if you identify areas where your customers are experiencing negative emotions - that's a pain point that you can improve.

To develop your journeys, you can create 'before' and 'after' maps, describing your current customer experience followed by the experience you want to provide. Do this for each customer type until you have a complete model of your brand experience.



FEELING

Excited, confused, inquisitive, overwhelmed

Excited, apprehensive, cautious, overwhelmed

Worried, apprehensive

Excited, remorseful, regretful, anxious

Excited, apprehensive, stressed

Excited, happy, impatient

Positive, enthusiastic, relieved, happy, excited

Is this right for me? What is this? What makes this company different? How does the product compare to others? The website content is a little overwhelming.

What product should I choose? Who is this company? What are the environmental impacts? What is the product made from? How is it made? Where is it made? What is the quality like?

I'm ready to buy. How much is delivery? How long will delivery take? What is the returns policy?

Am I being looked after? What if this wasn't the right choice? Can I change my mind? Can I afford this? Will the product be what I want it to be? How long will delivery take? How will it arrive?

What time will it arrive? Where will I store it? Will it arrive in good condition? Will the delivery driver help me? Will the driver be on time / be nice? Can I identify the driver easily?

I'm happy with the quality. How long will it take to install? How hard is it to DIY? Can you recommend an installer? What do I do with the packaging/waste? What if I want to return?

I'm happy with my purchase, I want to tell people about my experience, I want to show people my new garden

Online, looking for the right product / visiting a friend's house

Online / on phone / via email / talking to installers and other experts / reading reviews / reading literature / asking for samples / visiting the showroom

Speaking directly to Select, on phone / via email / buying online / possibly in person at the showroom

Preparing for installation, looking for an installer, looking on our website for support

Receiving delivery info via text, clearing space, waiting, taking time off work

Speaking with installer / installing DIY, making tea and biscuits, helping with work, arranging return of extra/damaged materials

Arranging a party, enjoying the space, playing with kids, throwing away lawnmower, sharing experiences, leaving reviews, taking photos...

Google ads, social media, word of mouth, website, the product, brand ambassadors, influencers, PoS, branded clothing, print adverts, install guides, YouTube, vehicles, packaging...

Spec sheets, samples, website, word of mouth, our customer service staff, our showroom, review websites, YouTube, brochure, install guides, articles, testimonials, comparison sites...

Our sales staff, website, our delivery policy / cost calculator, info on our courier, 'how to buy' video, materials calculator, our showroom, our returns policy...

Confirmation email, invoice, T&Cs, delivery info, returns policy, 'what happens next' video, unique customer landing page, guides, warranties...

Delivery tracker, courier, van livery, courier uniform, courier ID, packaging, our support staff (if delivery is late/missing)...

Install guide, packaging, product, branded tools, our support staff, installer, installer gifts

Follow-up email, thank-you gifts, #campaigns on Instagram, competitions, review sites...

TOUCHPOINTS

FIRST EXPOSURE

RESEARCH

PURCHASING

POST-PURCHASE

DELIVERY

INSTALLATION

USING

THANKS FOR READING

