

Your Customer Journey Map

	Awareness	Consideration	Decision	Service	Loyalty
What is the customer doing at this stage?	● Customer Action	● Customer Action	● Customer Action	● Customer Action	● Customer Action
Add how the customer might interact with the business	● Touchpoints	● Touchpoints	● Touchpoints	● Touchpoints	● Touchpoints
How is the customer feeling at this stage (e.g., excited, confused, frustrated)?	● Emotions	● Emotions	● Emotions	● Emotions	● Emotions
Add a pain point your customer may have	● Pain Points	● Pain Points	● Pain Points	● Pain Points	● Pain Points
What actions does the business take to interact with the customer at this stage?	● Solutions	● Solutions	● Solutions	● Solutions	● Solutions
Are there opportunities to improve customer experience or build stronger relationships at this touchpoint?	● Opportunity	● Opportunity	● Opportunity	● Opportunity	● Opportunity