

Customer Journey

Fill in today's journey



Customer Group:
Context:

Emotions

What is the customer feeling?



Needs

What does the customer want?



Activities

What is the customer doing?



Touchpoints

How is the customer interacting with the company? Via which channels?



Processes

What is the company doing to make this happen? Why?



Emotions

What does company staff feel about this process? Why?



A ←						→ B