

Building a Stellar CX Begins With the Customer Journey

Before building a customer experience strategy, brands need to embrace the customer journey. Here's how to get started.

The customer experience is the foundation of your brand's success. Every touchpoint in the brand experience should connect to meeting the customer where they are in their journey.

"The work of shaping your **CX strategy** must be grounded in **human-centered design**."



Kathryn Kollett
Director, One North

CX is shaped by the cumulative interactions a customer has with your brand.

Most organizations have a good feel for their customer's experience. It's become standard practice for companies to have robust customer satisfaction programs that track delight and pain points.

But CX is measured by the entirety of a customer's journey—not just a single positive interaction with one department.



85% of consumers expect **consistent interactions across departments**.¹

The customer journey is rarely linear. Customers create their own paths to purchase, moving from channel to platform to in-person experience and back again. This can make it nearly impossible to predict a shopper's behavior.

So where do you start?

Get to know your customer and their journey. Follow these steps to shape a successful CX strategy:

6 Steps to Leverage the Customer Journey to Deliver a Top-Notch Customer Experience

- 1 Spend time reflecting on your goals** for your relationship with your customer, and do some baseline investigation of your internal tools and processes.
- 2 Get to know your customer** and learn about their relevant (and sometimes not-so-relevant but illuminating) needs and frustrations.
- 3 Distill what you've observed** into key learning and opportunity areas, creating maps of the customer's current experiences.
- 4 Generate ideas**, imagining new possibilities for or in support of customer interactions.
- 5 Sort, group and prioritize** these ideas into a recommendation and roadmap.
- 6 Share your findings** in a way that illuminates the vision's possibilities and provides you with the inspiration and communication tools to move forward.



Embark on your CX journey with confidence. Bring in a strategic partner to achieve a panoramic perspective on your customer and craft a pathway to elevating their brand experience.



Editor's Note: Content curated from TEKsystems' feature publication, *Version Next, Now* | [ELEVATING THE CUSTOMER EXPERIENCE: How to Establish an Effective Customer Experience Strategy](#)

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Sources

1. [State of the Connected Customer](#), Salesforce