The customer journey
From discovery to purchase and advocacy

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It used to be simple ...

... and we used to call it the consumer buying process

Need recognition	Information search	Evaluation	Purchase	Post purchase evaluation

- **Sometimes it was just procurement of simple products**
- **Sometimes it was a search of complex and/or expensive products**
- **It always implied finding a store**

Not any more

Bricks or clicks versus bricks&clicks

If the buying behaviour is a simple **procurement** process, clicks are very serious competitors of bricks: **their main drawback is the delivery cost**

This is the world of FMCGs, of supermarkets and big-box stores which fight on price **under the impending menace of Amazon and the likes of it**

If buying means **searching the market**, the process is more complex and **involves both bricks and clicks**

We now call it **customer journey**, leading, we hope, to a romance of greater value for both consumers and their suppliers

Let's look at it

Customer journey

Consumers search (surf) the market on line and off line and to catch (encounter) them and propose a deal (discourse) brands have to be present in all the possible media (touch points)

➢ **Brands have to be omnichannel, always ready to satisfy their desires in the different moments of their journey**

➢ **The encounter with the brand has to be planned and content provided**

Customer journey and brand experience
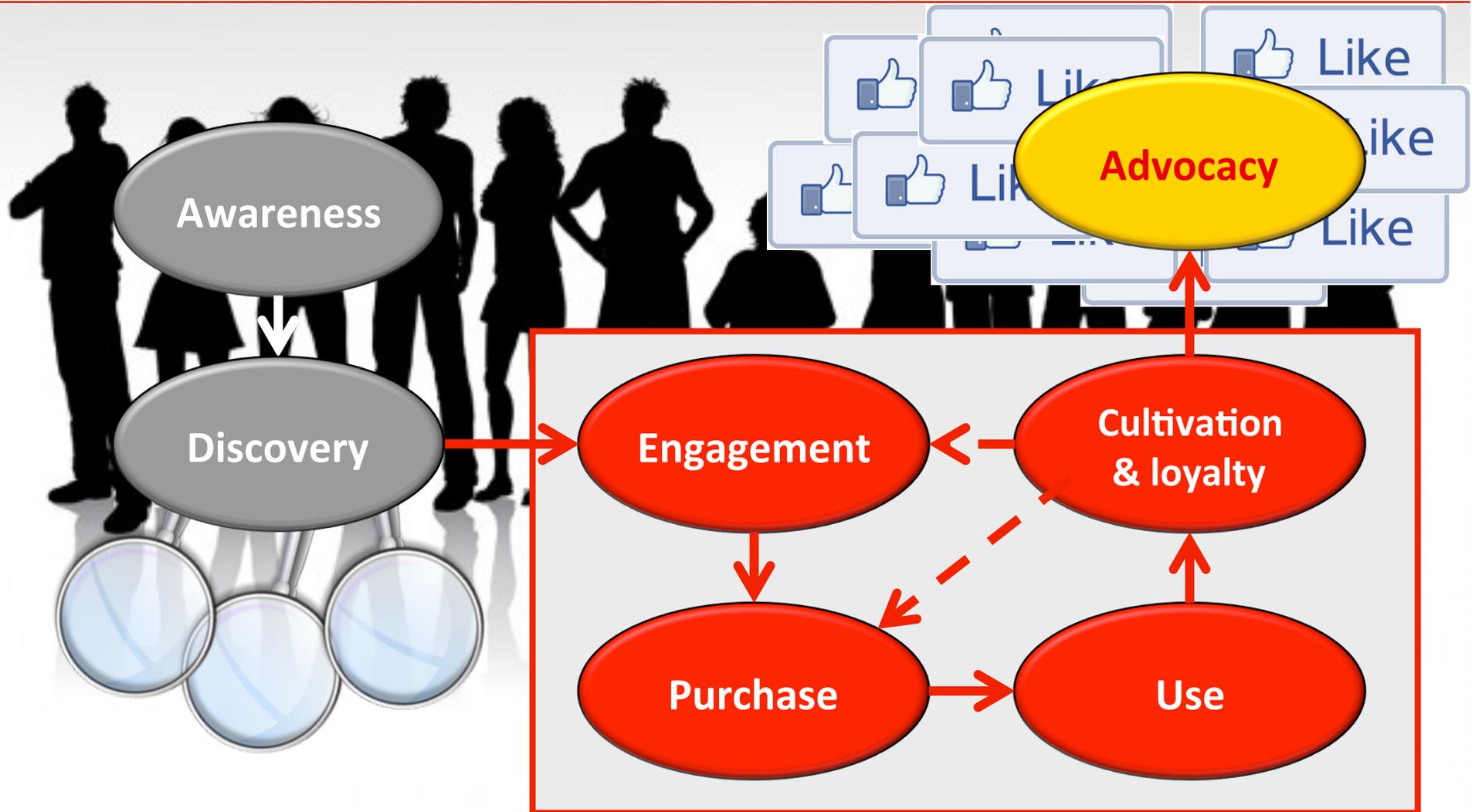
Brand experience: a question of touch points

In a market overcrowded with competing offers, the encounter with a brand is just part of the many others the consumer will make in his/her journey through the web and the physical word

Competitors, bloggers, infomediaries, influencers, their friends … will affect the customer journey and brands have to be present in as many points as possible

To intercept consumers in their journey brands have to:

1. map the journey

2. build a coherent system of touch points

3. offer visitors what they may want in each of them

4. analyze the data collected during the encounters

Mapping the journey

They differ depending on:

- **who are the travelers**
- **the product** **(if any) they are looking for**
- **the social frame** **of the journey**
- **the time** **they have**
- **…**

It may **start on line and stay on line**, **or** **move off line and end there** **or be back on line once again …**

Mapping the journey tells brand where to meet the traveling customers

Provide content: esperience

It used to be just goods (or services, or both) on sale in a store:

- **a core assortment based on some specialization**
- **a complementary offer to cross sell once the consumer was in the store**

Now it is more than that. Consumers may want:

- **information and knowledge, expertise and coun...**
- **entertainment and places to interact with other**
- **… and, eventually, to make a deal**
- **and, if it happens, they should be accompanied as they use the product**
- **to be certain they are satisfied, and to stay in touch so to be sure they will come back in the next journey**
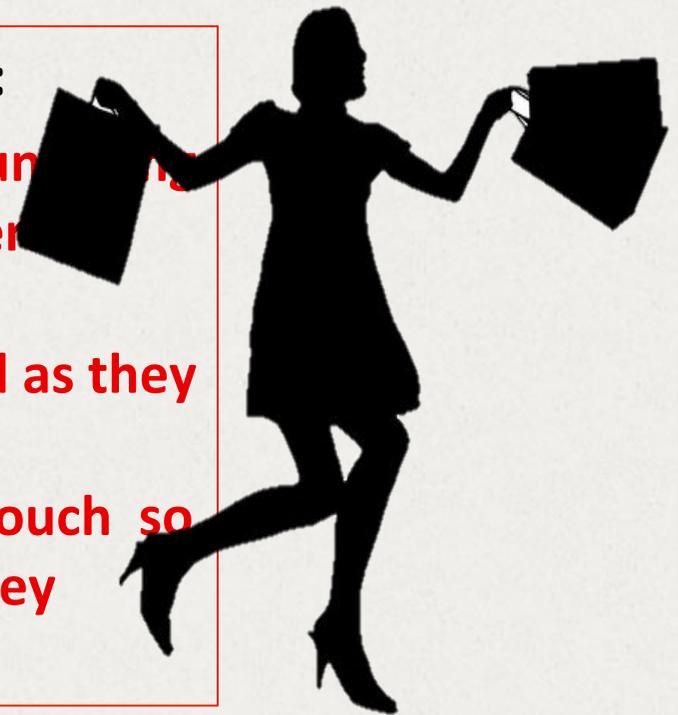
Collect information and measure

- **Touch points are a source of information: it should be collected and used to build up a continuous improvement process**

- **The encounters with customers are occasions to learn and adapt the offer in what has been called co-creation**

- **The old 4 Ps of the marketing mix are now mingled in a diversified set of offers with a high degree of personalization**

Product and price, place and promotion are defined together, the sequential process of once upon a time is gone for good

A lot of hard work