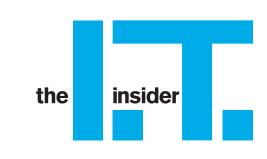
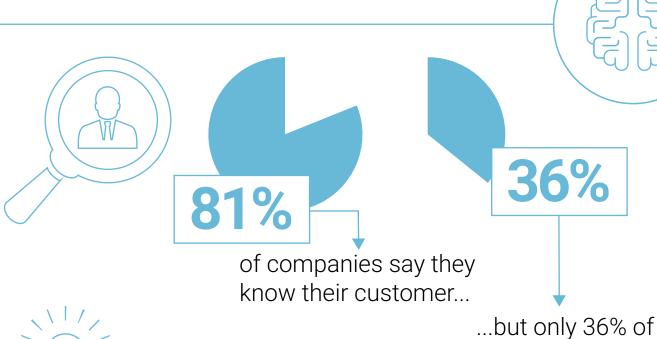
LEVERAGING THE CUSTOMER JOURNEY





89%

consumers agree

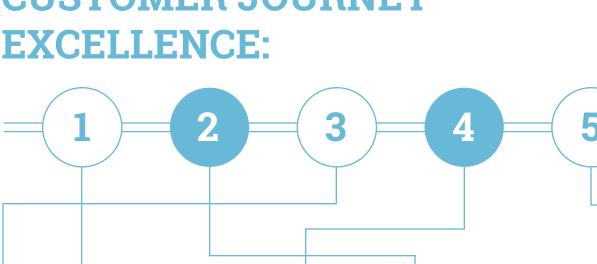
89% of companies expect
to compete on customer

to compete on customer experience by 2017



ClOs need to prioritise, as it needs to scale across thousands and millions of transactions

THE FIVE STEPS TO CUSTOMER JOURNEY EXCELLENCE:



Identify your strategic objectives

Make sure improvements are correctly prioritised and aligned to brand values

Document the customer journey map

Understand customer emotions, actions and objects

Create your buyer profiles

The blue print for lead generation activity

Work out how to organically get customers into the journey

Email magnets and implicit web profiling

Track, identify and measure

Single customer view and system integration

Download the full report herehttp://bit.lv/1U1KYVX

