

# Customer Journey

Do you have a good enough understanding of your customers?  
 Are you designing your service according to what they value?  
 The better you understand your customer's state of mind and behaviour,  
 the more effectively you can make the right decisions and investments, at the right moment, to win.

PRODUCT:	1 Category problem	2 Awareness	3 Consideration	4 Decision	5 Delivery & Feedback	6 Relationship
CUSTOMER:	The customer has an unsolved problem...	When customers find out about us	What they consider before selecting us	What makes them commit	How buying customers interact with us	How we stay engaged
What is the customer busy with? Make the right decisions and investments.						
What is their role and responsibility?						
How would they describe it?						
Where do customers see or experience your brand?						
How are customers feeling... Inspired? Confused? Frustrated?						
Do you have a clear goal? Is it measurable?						
What occupies most of your resources at this stage?						
From your marketing activities, sales team, or your production etc.						
Which systems do you rely on. Salesforce, SAP etc.						
Brainstorm ideas to improve the customer journey to create preference and competitive advantage.						



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