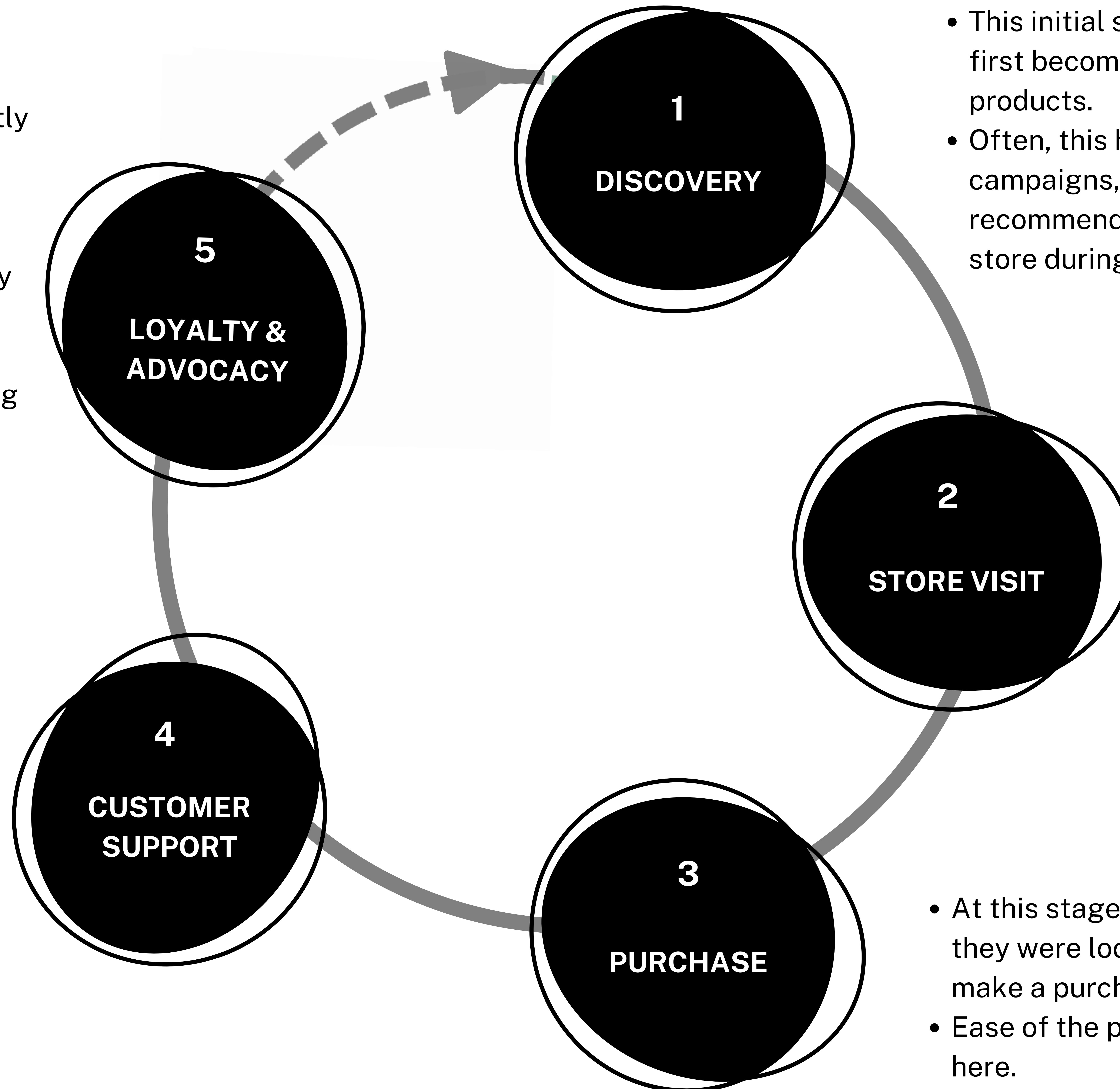


# What Happens At Each Customer Journey Stage?

- If customers have had consistently positive experiences with the retail store, they may enter the loyalty and advocacy stage and become regular buyers. They may also recommend the store to others.
- Facilitate this process by creating programmes that encourage return visits.

- Post-purchase, the customer may require assistance with the product/ service, e.g. questions about the product, returns, exchanges, or warranty claims.
- Aim for support that is easily accessible, responsive and effective.



- This initial stage is where potential customers first become aware of a retail store or its products.
- Often, this happens through marketing campaigns, social media, word-of-mouth recommendations, or by encountering the store during their daily activities.

- In this phase, customers decide to visit the store. Their physical environment (store layout, product arrangement, staff interaction) is critical.
- It is here where customers form deeper impressions of the brand.

- At this stage, customers found what they were looking for and are ready to make a purchase.
- Ease of the purchasing process is key here.

# Customer Journey Map

Customer Persona:

Who are our customers? What is their demographics, preferences, behaviours, and goals? (E.g. Young professionals, aged 25-35, who value quality over price, etc)

DISCOVERY	STORE VISIT	PURCHASE	CUSTOMER SUPPORT	LOYALTY
<p><u>Touchpoints:</u> Where do our potential customers first learn about our product/ service (e.g. online ads, social media, etc)</p>	<p><u>Touchpoints:</u> Where do our customers interact with our brand in-store (e.g. through sales staff, product displays, etc)?</p>	<p><u>Touchpoints:</u> Where do our customers make their purchases (e.g. checkout counter, online payment gateway, etc)?</p>	<p><u>Touchpoints:</u> Point out support channels, whether it's helplines, chat support, or email.</p>	<p><u>Touchpoints:</u> Focus on any post-purchase interactions like loyalty programmes or newsletters.</p>
<p><u>Customer Actions:</u>  What actions might our customer take to find out more about us (e.g. as visiting a website, reading reviews, etc)?</p>	<p><u>Customer Actions:</u>  What actions might they take before making a purchase (e.g. trying out a product, asking questions, etc)?</p>	<p><u>Customer Actions:</u>  What steps might the customers take in the final buying process (e.g. selecting a product, confirming payment, etc)?</p>	<p><u>Customer Actions:</u>  What potential interactions might take place post-purchase (e.g. raising a complaint, seeking guidance to use a product, etc)?</p>	<p><u>Customer Actions:</u>  What actions/ activities do the customer take to buy from us again (e.g. redeeming loyalty points, etc)?</p>
<p><u>Emotions:</u> Gauge their feelings - are they curious, excited, or perhaps overwhelmed?</p>	<p><u>Emotions:</u> Capture feelings, e.g. satisfaction from a product demo</p>	<p><u>Emotions:</u> Gauge feelings of accomplishment or perhaps anxiety about spending.</p>	<p><u>Emotions:</u> Understand emotions, perhaps relief from a solution or frustration from delays.</p>	<p><u>Emotions:</u> Capture feelings of being valued or belonging to a community.</p>
<p><u>Pain Points:</u>  What potential obstacles or frustrations might the customer encounter (e.g. not finding enough information, etc)?</p>	<p><u>Pain Points:</u>  What difficulties might the customer face (e.g. long queues, etc)?</p>	<p><u>Pain Points:</u>  What challenges might they face at this stage (e.g. complicated checkout processes, etc)?</p>	<p><u>Pain Points:</u>  What issues might they encounter (e.g. unresponsive customer service, long wait times, etc)?</p>	<p><u>Pain Points:</u>  What might be the potential challenges preventing them from engaging with us continually (e.g. unattractive loyalty points system, etc)?</p>
<p><u>Solutions:</u>  What remedies/ enhancements can we implement to address the pain points?</p>	<p><u>Solutions:</u>  What can we do to improve our in-store experience?</p>	<p><u>Solutions:</u>  What solutions can we implement to address their pain points (e.g. streamline payment methods, loyalty discounts, etc)?</p>	<p><u>Solutions:</u>  What solutions can we offer (e.g. training programmes, an expanded support team, etc)?</p>	<p><u>Solutions:</u>  How can we mitigate the challenges for the customer (e.g. exclusive deals, early-bird offers to foster loyalty, etc)?</p>