# **E-COMMERCE** What Happens At Each Customer Journey Stage?

- This final stage aims to turn satisfied customers into loyal advocates and encourage them to promote their brands to others.
- Brands use loyalty programmes, personalised recommendations and exceptional customer service, to retain the customer.

 Often overlooked, this is where the brand has the opportunity to engage with the customer to seek feedback, provide support, or cross-sell other products.

# LOYALTY & ADVOCACY



- customer service.



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DISCOVERY

## **DELIVERY** & FULFILMENT

• At this first stage, potential customers become aware of your e-commerce store, often through advertising, social media, or word-of-mouth. • After hearing about your brand, they're thinking about making a purchase. They'd be evaluating and likely comparing your offerings with competitors', e.g. by reading reviews, or interacting with your

- At this point, customers show a real interest in making a purchase. They may place items in the shopping cart, sign up for a news letter or engage in behaviours that indicate an intention to buy.
- Finally, the customer makes a decision and completes the transaction on your platform.

• After purchase, customers expect a smooth delivery process. They're keen to know when their order will arrive, and expect timely and accurate updates.

**E-COMMERCE** 

# **Customer Journey Map**

### DISCOVERY

Touchpoints: Where do our potential customer first learn about our products/ services? (e.g. online ads, social media, etc)

**Customer Actions:** 

What actions might our customer take to find out more about us (e.g. searching for a product or clicking on an ad, etc)?

#### Emotions:

Use the emoticons to indicate the typical emotional responses during this stage. E.g. curiosity or excitement.

#### Pain Points:

What potential obstacles or frustrations might the customer encounter (e.g. not finding clear product information, etc)?

#### Solutions:

What solutions will address the pain points (e.g. enhancing product descriptions, improving site search functionality, etc)?

Potential places may be product reviews, comparison websites, or our e-commerce site's product pages.

What actions might our customer take before deciding on our products/ services (e.g. comparing products, reading reviews, etc)?

What difficulties might the customer face (e.g. could be unclear pricing, out-of-stock items, etc)?

What remedies can we offer (e.g. implementing a back-in-stock notification, clearer pricing details, etc)?



#### DECISION

#### <u>Touchpoints:</u>

#### **Customer Actions:**

## **DELIVERY & FULFILMENT**

Touchpoints: How do we reach out to customers (e.g. email notifications, tracking apps, customer service, etc)?

#### <u>Customer Actions:</u>

What steps might customer undertake to receive their purchase (e.g. tracking the shipment or contacting customer service)?

#### <u>Emotions:</u>

Indicate feelings such as confidence or uncertainty.

#### Pain Points:

#### Pain Points:

What frustrations/ challenges might they encounter (e.g. delays, damaged goods, etc)?

#### **Solutions:**

#### <u>Solutions:</u>

What solutions will address the pain points (e.g. improving delivery partnerships, offering better packaging?

#### **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.)

#### <u>Emotions:</u>

Use the emoticons to represent feelings like anticipation or impatience.

#### **POST-PURCHASE ENGAGEMEN**

#### Touchpoints:

How do our customer engage with our brand at this stag (e.g. emails, feedback forms, online reviews)?

#### <u>Customer Actions:</u>

What actions might the customer take, e.g. (writing a product review contacting customer support, etc)

#### <u>Emotions:</u>

Use the emoticons to indicate feeling of satisfaction, disappointment, or indifference

#### Pain Points:

What frustrations might the customer encounter in our engagement with them (e.g. receiving too many promotional emails, etc)?

#### <u>Solutions:</u>

What solutions can we offer to reduce their frustrations (e.g. givin customers control over email frequency, offering targeted promotions, etc)?

IT	LOYALTY & ADVOCACY
ge?	<u>Touchpoints:</u> These could be loyalty programme emails, referral requests, or special offers for returning customers.
s or ?	<u>Customer Actions:</u> What actions might our customer take to buy from us again (e.g. redeeming a loyalty voucher, referring a friend, etc)?
	<u>Emotions:</u> Showcase feelings of appreciation, loyalty, or neglect.
	Pain Points: What might be the potential challenges preventing them from engaging with us continually (e.g. unattractive loyalty points system, etc)?
	Solutions:
g	How can we mitigate the challenges for the customer (e.g. streamlining the loyalty process, offering clearer instructions, etc)?