GREEN DOT CONSULTING GROUP

CUSTOMER JOURNEY MAP

GUIDING PRINCIPLES

CUSTOMER JOURNEY

STAGES
What is the process step?

TOUCHPOINTS
What people or technology is the customer interacting with?

DOING
What activity is the customer doing?

THINKING
What is the customer's goal? What is motivating the customer?

FEELING
Rate the customer's experience. What emotions is the customer feeling?

SAYING
Capture customer comments or qoutes.

IDEAS AND OPPORTUNITIES FOR IMPROVEMENT

SOLUTIONS
What customer-centered solutions can be deployed to meet the customer's needs?