

Preview

# CUSTOMER JOURNEY MAPPING

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**YOUR GUIDE  
& WORKBOOK**

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# Introduction



We are living in the age of the customer, and in the age of the customer, organizations, just like yours, need to focus their efforts on becoming customer centric. Today's competitive landscape presents customers with more options and information than they know what to do with. With so much competition, businesses in every industry are in a race to win over the customer with amazing customer experiences.

That being said, many organizations still struggle to deliver exceptional customer experiences. Many times, it's because no customer experience strategy exists. Some just don't know where to start. This ebook will help.

In this ebook, we are going to give you step-by-step advice on how to develop a customer journey maps that span the entire customer lifecycle from awareness to conversion, and beyond.



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