



Nail it, and you've got loyalty.

Mess it up, and you're on the bench.

Master the Moments of Truth

There are **moments of truth** and trust in customer experiences. Whether their journeys involve:

- awareness building
- discovery and research
- offering comparisons
- brand selection
- purchase and service

...getting the customer experience right is just the cost of entry.

Do you know what works – and doesn't work – in your customers' journeys to engage with you?

Do you know why they're loyal?

Do you know why they leave?

FIND OUT WHERE YOU STAND – WITH JOURNIFICA™

Journifica™ is an online toolset that helps you document your understandings of the customer journey.

It allows you to:

- create thoroughly documented customer journey maps
- test your understandings of customer journeys by enabling survey research
- produce beautiful reports and output data
- deeply understand what isn't working – giving you the insight you need to get it right

THE JOURNIFICA™ JOURNEY MAPPING PROCESS

1. **Identify** - Working on your own or in a group with colleagues, brainstorm and identify what you believe the journey/process is or, *even better*, should be.
2. **Draw and Document** – Use the online canvas and toolset to draw a representation of your journey or process. Attach notes – perceptions, beliefs or observations – at each touch point.
3. **Question** – Record questions to be explored with your research sample at any phase.
4. **Invite** – Invite those who will experience the customer journey to participate in your guided visual process questionnaire.

Creating great customer experiences – the ones that people *rave* about – is an essential part of marketing today. Journifica gets you understanding the game, and readies you for mastery.

www.journifica.com

