

Customer journey map

How to map your real customer journey



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Mapping the customer journey

What is the customer journey and more importantly what is your customer's journey? Where does it really begin? Where does it end (does it end?) and what can you do to influence it?

Picture this scenario

A couple decide to book a weekend away to a castle that's a hotel. It's their first stay at a castle. They're going in 2 months' time.

Even though they've never stayed at a castle before, they'll have first impressions forming *before* they choose their destination: it'll have a gravel driveway and tall, wrought iron gates. The room will have high ceilings with a beautiful four-poster bed. It'll be quaint and romantic. How are they forming first impressions before they choose their destination? It's a blend of imagination (beliefs) and experience (visits to castles as children, what they've seen in the media, etc).

Next? They search for options and inevitably take a look at reviews on TripAdvisor. Yes, we're influenced by what random people (who we'll never meet) thought of the hotels we've shortlisted. Eventually the place is found and booked online.



This is how this couple's journey starts. Remember, it's a couple of months before they'll arrive and yet their first impressions are formed.

Imagine you're the owner or manager of the hotel, what actions can you take to make the customer journey as epic as possible? We've listed a few suggestions below.

Ensure that every comment posted on TripAdvisor is acknowledged.

The venue photographs on the site show the castle at its best.

The website has been designed to make it easy for visitors to find what they want & to book.

Message sent to the couple ahead of their visit, including asking how they'll be travelling.

Asking a few questions to help tailor the visit and set the room for the couple.

Parking space reserved for the couple.

Easy check-in process.

Room set up for the couple based on their answers to the questions sent earlier.

Easy check-out process.

Provide a "safe journey home" pack.

Have a hand-written "thank you" card waiting for them when they get home.

The couple arrives

The couple leaves

Now it's your turn

Take a look at your customer journey. How can you improve each customer's journey? Time to start filling in the blanks



Want to know a little more?

You'll find plenty of extra resources on our [resource page](#) for you and your team to use.

We love helping people like you to shape your own sales success. Seeing people changing their behaviours and putting their training into practise gives us a great feeling. No doubt, you'll want to see those behavioural changes too.

We'd love to know more about you, your teams and your goals. How about getting in touch so we can find out more about each other? Sounds like a good opportunity to have a cuppa too.

Getting in touch is easy:

- you can drop us an email at hello@newresults.co.uk
- Tweet [@NewResultsHQ](https://twitter.com/NewResultsHQ)
- or give us a call on 0800 030 4323



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