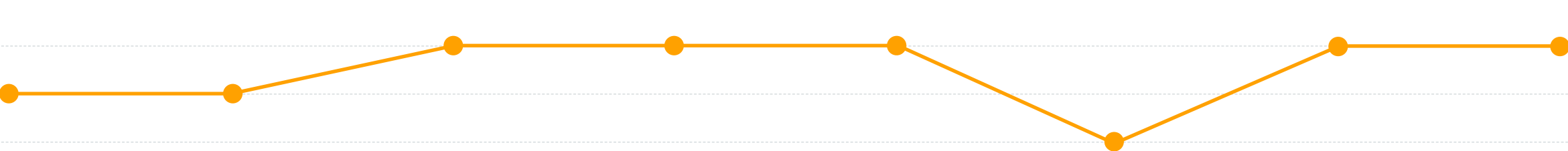


Stage	Awareness	Consideration	Decision	Purchase/Delivery			Post-experience	
Customer activity								
Customer goal								
Touchpoints								
Experience: Positive Negative Neutral								
Business goal								
KPIs								
Organisational activity								
Responsible								
Technology & Systems								
Opportunities								

Customer journey map

Online Retailer

Stage	Awareness	Consideration	Decision		Purchase/Delivery		Post-experience	
Customer activity	<ul style="list-style-type: none"> Referrals Adverts 	Research and compare alternatives	Add products to shopping cart	Place an order	Receive order	Contact customer service	Place new order	Refer friends, write review
Customer goal	No specific goal. General interest only.	Find the best online retailer for their needs	Easily locate, find information about and select products	Easily place an order with clear guidance	Receive order as requested and on time	Easily contact customer support for help	Repeat positive customer experience	Provide feedback and refer peers
Touchpoints	<ul style="list-style-type: none"> Word of mouth Traditional media Social media Search 	<ul style="list-style-type: none"> Website Social media Customer reviews 	<ul style="list-style-type: none"> Website (desktop, tablet, phone) 	<ul style="list-style-type: none"> Website (desktop, tablet, phone) 	<ul style="list-style-type: none"> Order tracking Packaging 	<ul style="list-style-type: none"> Website Phone Email Chat 	<ul style="list-style-type: none"> Website Order tracking/delivery Customer service 	<ul style="list-style-type: none"> Email Word of mouth Social media
Experience: Positive								
Negative								
Neutral								
	'I'm interested and want to know more'	'I'd like to be sure about my decision'	'I'm excited and hopeful'	'Paying was fast and straightforward'	'My items arrived on time, I'm happy'	'There's a problem with my order, I'm frustrated'	'My experience was great again'	'Sharing with friends is easy'
Business goal	<ul style="list-style-type: none"> Increase brand awareness 	<ul style="list-style-type: none"> Increase website traffic 	<ul style="list-style-type: none"> Increase shopping cart value Increase conversion rate 	<ul style="list-style-type: none"> Increase online sales Increase customer retention 	<ul style="list-style-type: none"> Minimise delivery window Improve order accuracy 	<ul style="list-style-type: none"> Minimise call waiting time Increase customer service satisfaction 	<ul style="list-style-type: none"> Increase customer retention Increase order value/frequency 	<ul style="list-style-type: none"> Increase brand advocacy Attract new customers
KPIs	<ul style="list-style-type: none"> Reach Awareness 	<ul style="list-style-type: none"> New/return website visitors 	<ul style="list-style-type: none"> Shopping cart value Conversion rate 	<ul style="list-style-type: none"> Conversion rate Repeat sales 	<ul style="list-style-type: none"> Delivery window Customer complaints/refunds 	<ul style="list-style-type: none"> Call waiting time Customer service success rate 	<ul style="list-style-type: none"> Retention rate Order value/frequency 	<ul style="list-style-type: none"> Reviews Referrals Viral coefficient
Organisational activity	<ul style="list-style-type: none"> Offline and online marketing Public Relations (PR) 	<ul style="list-style-type: none"> Offline and online marketing 	<ul style="list-style-type: none"> Optimise online shopping experience Implement subscriber/loyalty program 	<ul style="list-style-type: none"> Optimise buyer experience, order handling, data collection 	<ul style="list-style-type: none"> Optimise logistics, packing and delivery 	<ul style="list-style-type: none"> Optimise customer service channels and self-service support (e.g. FAQ, Chatbot) 	<ul style="list-style-type: none"> Improve personalisation for return customers Email/social strategy for repeat shoppers 	<ul style="list-style-type: none"> Manage customer feedback Implement referral scheme Allow for easy social sharing
Responsible	Marketing, communications	Marketing, communications, customer service	Website development, customer service, marketing	Website development, customer service, warehouse and logistics	Warehouse and logistics, delivery	Customer service, website development, marketing	Marketing, website development	Customer service, marketing, website evelopment
Technology & Systems	Website/social media analytics, CRM	Website/social media analytics, CRM	Website, CRM, digital marketing	Website, CRM, digital marketing, payment tools	Delivery tracking, digital marketing	Call centre, online chat, digital marketing	Website, CRM, digital marketing	Website, call centre, online chat, digital marketing
Opportunities	<ul style="list-style-type: none"> Increase organic awareness (content/SEM) 	<ul style="list-style-type: none"> Content marketing as a way to share product info Leverage positive customer reviews 	<ul style="list-style-type: none"> Email to increase cart value i.e. new subscriber promotions Upsell related products to increase cart value 	<ul style="list-style-type: none"> Streamline checkout experience Consider payment alternatives e.g. Afterpay 	<ul style="list-style-type: none"> Improve accuracy of delivery tracking to increase customer satisfaction 	<ul style="list-style-type: none"> Email to resolve customer queries and minimise waiting time 	<ul style="list-style-type: none"> Improve incentives for return shoppers Use data to personalise marketing and increase order value/frequency 	<ul style="list-style-type: none"> Provide incentives for referrals