



Customer Journey Map™

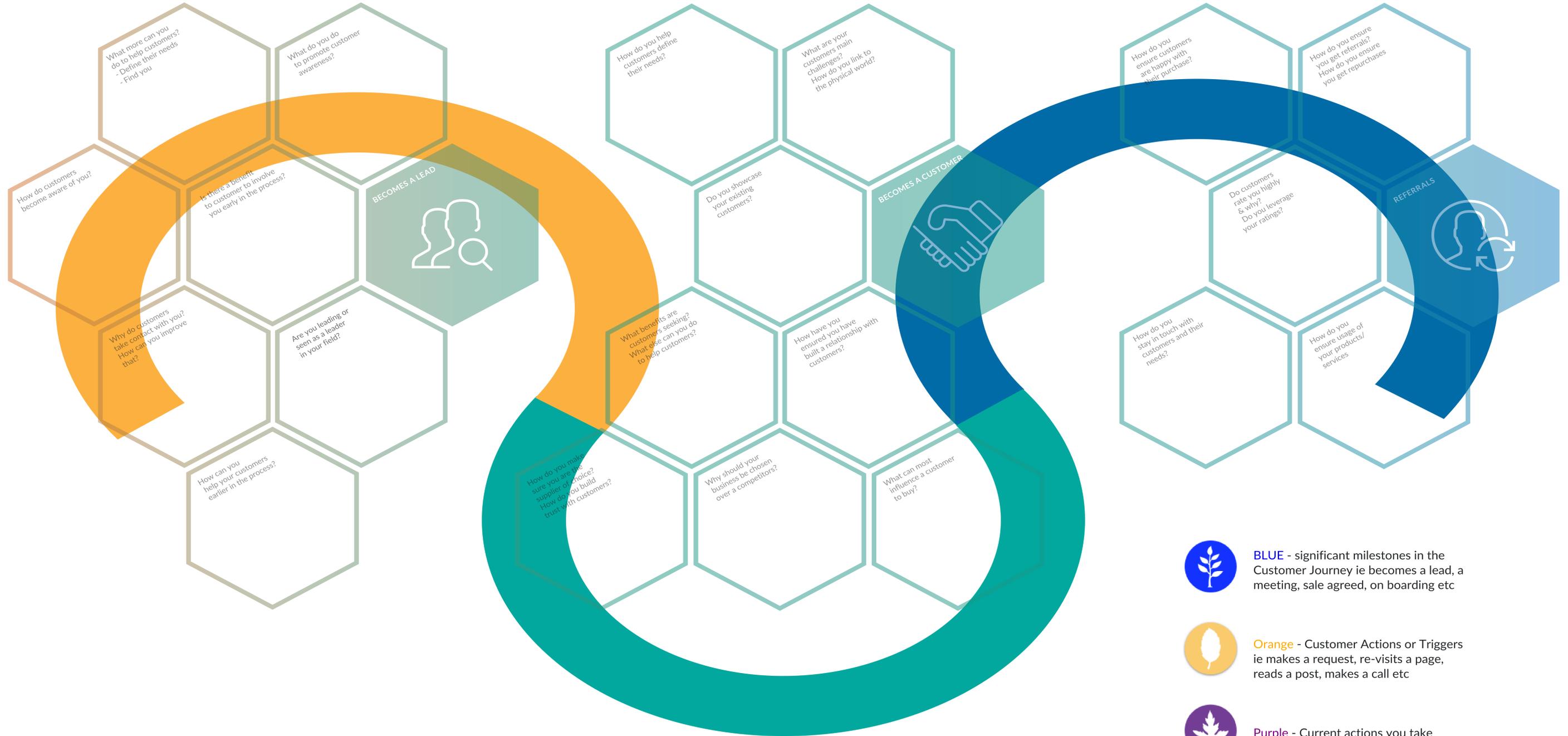
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LEAD GENERATION >

LEAD TO SALE >

AFTER SALE >



- BLUE** - significant milestones in the Customer Journey ie becomes a lead, a meeting, sale agreed, on boarding etc
- Orange** - Customer Actions or Triggers ie makes a request, re-visits a page, reads a post, makes a call etc
- Purple** - Current actions you take
- Yellow** - additional actions you could take to improve the process