



HubSpot

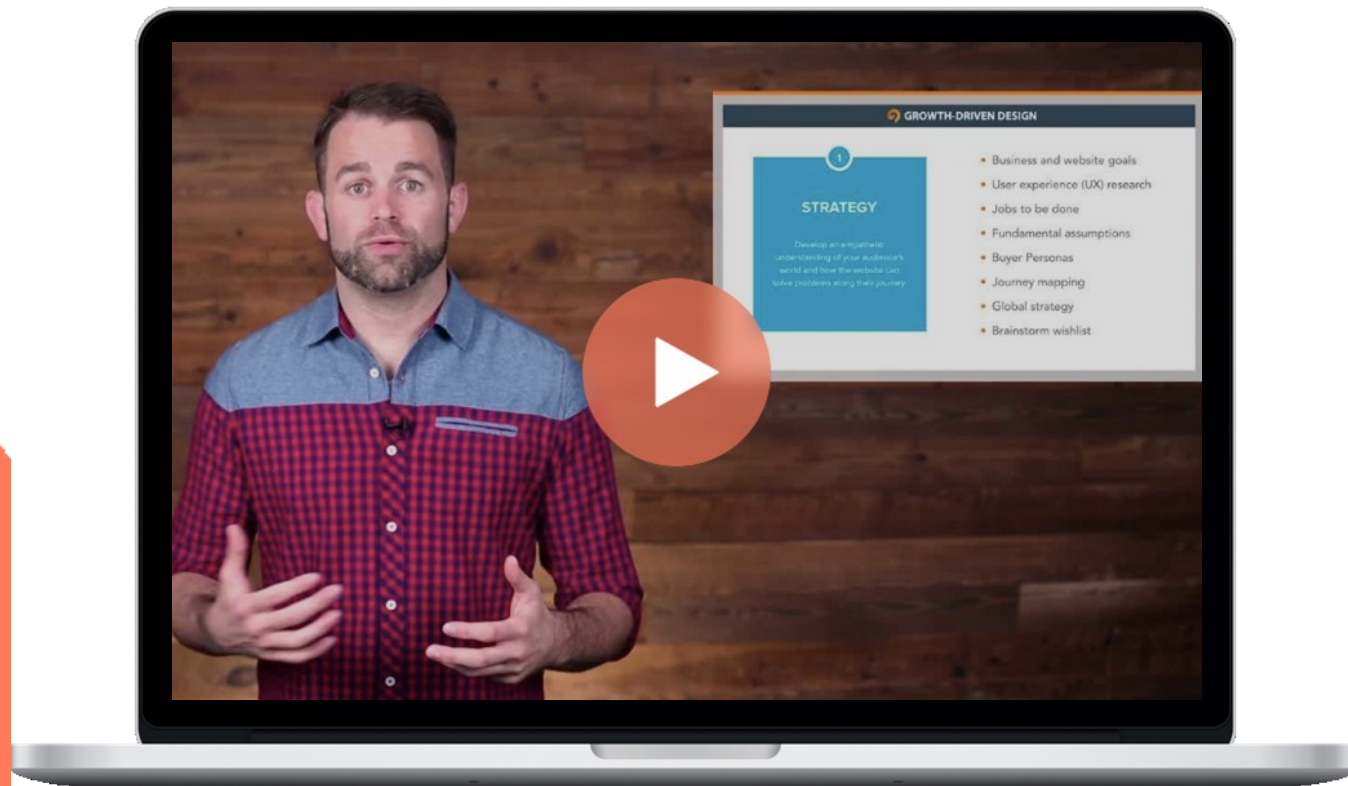


Featured Resource: Creating a Customer Journey Map

Want to learn more? HubSpot Academy offers a free lesson on creating customer journey maps.

Completing this lesson will help you:

- Better understand your customers
- Improve the customer experience



Get Started Free





Thanks for downloading this resource.

How to Use This Template:

Included in this resource are seven different customer journey maps, including:

- Buyer's Journey Template
- Current State Template
- Lead Nurturing Mapping Template
- Future State Template
- A Day in the Customer's Life Template
- Customer Churn Mapping Template
- Customer Support Blueprint Template

[Prompts in Brackets]: These are intended for you to erase and fill in with information for your specific project, such as project name or a due date.

Once you're ready to begin, delete the first three slides and start filling out your info below. Remember, you can add/edit/delete any wording or sections you see fit for your projects.



CUSTOMER JOURNEY MAP

7 Free Customer Journey Map Templates



Customer Journey: Buyer's Journey	Awareness Stage	Consideration Stage	Decision Stage
<i>What is the customer thinking or feeling?</i>	[Your info here]	[Your info here]	[Your info here]
<i>What is the customer's action?</i>	[Your info here]	[Your info here]	[Your info here]
<i>What or where is the buyer researching?</i>	[Your info here]	[Your info here]	[Your info here]
<i>How will we move the buyer along his or her journey with us in mind?</i>	[Your info here]	[Your info here]	[Your info here]

Customer Journey: Current State	Step 1	Step 2	Step 3	Step 4	Step 5
<i>What is the customer thinking or feeling?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>What is the customer's action?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>What is the customer's touchpoint with the business?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>What do we want to change about this step?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>How and/or why will we make this change?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]

Customer Journey: Lead Nurturing	Stranger	Subscriber / Lead	MQL	Opportunity / Demo	Deal Closed to Go-Live/Handoff
<i>What is the lead thinking, feeling, or doing?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>Who from our company is the lead hearing from or talking to?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>What content from our company is the lead interacting with?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>What can we do to expedite this process?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>What can we do to make the lead more comfortable in decision making?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]

Customer Journey: Future State	Step 1	Step 2	Step 3	Step 4	Step 5
<i>What is the customer thinking or feeling?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>What is the customer's action?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>What is the customer's touchpoint with the business?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>How does the above section differ than the current or previous state?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>Why do we feel this will alter the customer journey?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]

Customer Journey: A Day in the Life	Early Morning	Late Morning	Afternoon	Evening	Nighttime
<i>What is the customer thinking or feeling?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>What are the customer's actions or main priorities?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>What are the customer's biggest pain points at this time?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>How does the customer interact with our product at this time?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>How can our product be better utilized at this time?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]

Customer Journey: Customer Churn	Popular Churn Reason #1	Popular Churn Reason #2	Popular Churn Reason #3	Popular Churn Reason #4	Popular Churn Reason #5
<i>What did the customer experience?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>What is the customer feeling after this/these incidents?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>Why does this ultimately cause the customer to churn?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>How can we improve this experience to reduce churn?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]

Customer Journey: Service & Support	Normal Use	Notices Issue or Has Complaint	Asks for Help / Contacts Support	Speaks with Support or Rep	Resolves Conflict / Issue
<i>What is the customer feeling?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>Why is the customer feeling this way?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>How do we communicate with the customer?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]
<i>What action do we take in the background?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	[Your info here]