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CUSTOMER EXPERIENCE AND CUSTOMER JOURNEY MANAGEMENT

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CUSTOMER EXPERIENCE (CX)

- Customer Experience (CX) refers to the overall experience that customers receive from using a service. It is the core element that creates a distinction over competitors and motivates customers to be willing to pay more in exchange for value that goes beyond the product itself.
- Philip Kotler compared customer experience to watching a great movie that creates such an impression that it leads to word-of-mouth, repeat purchases, and a desire for ownership or long-term engagement with the brand.
- Customer experience is a key component in creating an emotional connection between the business and customers to build an impression and stimulate loyalty for future repeat service.

CREATING A GOOD CUSTOMER EXPERIENCE

Creating an impression at every step by listening to voices and exploring data to understand the customer journey and plan clear strategies, then creating personalized and memorable experiences to build long-term loyalty, with details as follows:

1. Analyze the behavior and expectations of target customers (Customer Expectation): Understand what customers "do not want," such as complicated purchasing processes, long waits, or inattentive staff, to improve service quality, including collecting data to develop products and services that better meet customer needs.

CREATING A GOOD CUSTOMER EXPERIENCE

2. Clearly define the objectives of creating the Customer Experience.
   - Businesses must clearly identify the target groups to whom they wish to deliver the experience, for example:
   - ·New customer group: Focus on closing gaps at each touchpoint where customers are still dissatisfied.
3. ·Existing customer group: Focus on creating impressions through remembering details or purchase history. Understanding the customer journey and increasing contact channels. Understand the customer experience from the beginning to the end of the service to find points where impressions can be created.
4. Collect customer insights to improve every step. Gather insights to listen to the customer's voice, including both the sources and the reasons why customers choose to buy or not buy products.

CREATING A GOOD CUSTOMER EXPERIENCE

5. Develop the quality of employees in each department. Identify specific individual training needs to further improve service delivery.
6. Measure performance based on resulting profits or sales. If customer satisfaction is high, sales should grow accordingly; if not, each touchpoint must be examined.

IMPORTANCE OF CUSTOMER EXPERIENCE MANAGEMENT

Currently, customer experience management is not just a supplementary activity but the essence of business strategy that creates a sustainable competitive advantage. The importance of CX can be summarized as follows:

1. Competitive Differentiation

Positive experiences can create a distinction that is difficult to imitate. Businesses that cannot create physical differentiation need to use customer experience as a key weapon to attract customers and make the brand stand out in the eyes of consumers.
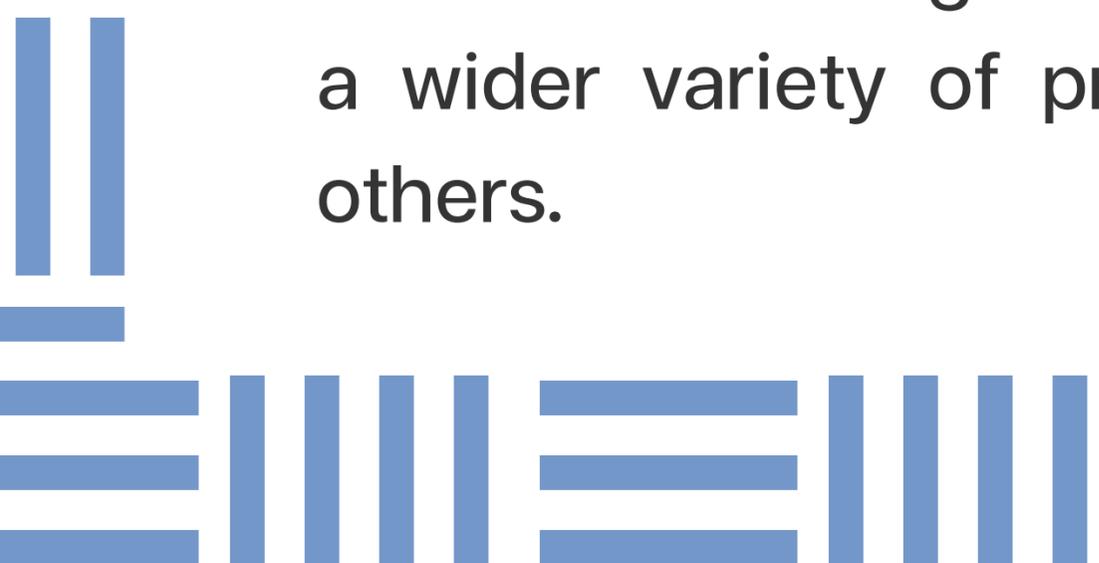
IMPORTANCE OF CUSTOMER EXPERIENCE MANAGEMENT

2. Enhance Customer Loyalty

When customers feel that the brand understands and responds to their needs better than competitors, they are more likely to return for repeat purchases and have an emotional connection with the brand.

3. Increase Sales and Profitability

Customers with good experiences tend to spend more money, purchase a wider variety of products, and are likely to recommend products to others.

IMPORTANCE OF CUSTOMER EXPERIENCE MANAGEMENT

4. Reduce Customer Service Costs
Designing efficient processes and service touchpoints will help reduce problems or complaints, leading to a decreased need for resources in problem-solving.

5. Build Positive Brand Image
Positive experiences shared through social media or word-of-mouth build credibility and trust for the brand.

EXAMPLE

BMW Cars

- The quality of experience is not measured by vehicle usage alone,
- but includes test drives, financing, services, car delivery, maintenance checks, various assistance services, as well as service centers and staff service.
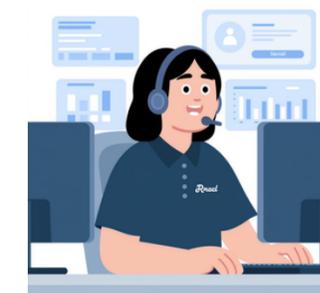
HOW CUSTOMER EXPERIENCE RELATES TO CRM

Customer Experience (CX) and Customer Relationship Management (CRM) are not separate from each other; instead, they complement one another. While CRM enables a business to know its customers, CX is what makes customers love the business.

Example: A banking application that is easy to use (CX) makes customers use it frequently. Every time a customer accesses it, the CRM system can offer more appropriate products.

Example: If a customer has a history of reporting issues via the website (CRM), when the customer calls the Call Center to follow up and the staff is immediately aware of the matter while offering a sincere apology (CX), it will help reduce the customer's dissatisfaction.

MEASURING CUSTOMER EXPERIENCE METRICS

Qualitative information from customer experience needs to be converted into actual measurable success indicators. There are 2 main international standard tools used to measure customer experience as follows:

1. **Net Promoter Score (NPS): Measuring loyalty and word-of-mouth.**

2. **Customer Satisfaction Score (CSAT): Satisfaction at the point of service.**

CONCLUSION: CUSTOMER EXPERIENCE

Customer Experience (CX) is the customer experience that affects the relationship between the customer and the brand. Creating a good experience promotes customer loyalty to the brand, starting from collecting sufficiently comprehensive customer data, analyzing and understanding needs, to the process of improving strategies to meet customer requirements.

CUSTOMER JOURNEY

- Customer Journey is the entire path or steps that customers go through when interacting with a brand, from the moment they first become aware of the brand to the purchase and post-purchase stages, including building long-term relationships with customers.

- The study of the Customer Journey enables businesses to develop strategies that can respond to consumer needs and create post-purchase satisfaction more effectively.

STAGES OF CUSTOMER JOURNEY

- To effectively design and develop customer experiences, it is essential to understand the "Stages of the Customer Journey."

- Since each stage reflects different behaviors, expectations, and emotions, being able to accurately identify and respond to needs in each period will increase the chances of closing sales, retaining customers, and creating a sustainable competitive advantage.

- The Customer Journey consists of 5 stages as follows:

STAGES OF CUSTOMER JOURNEY

1. Awareness

The stage of informing the target audience about information and product details, and letting them know how our brand differs from others. It is commonly communicated through mass media, using popular platforms with extensive coverage. Famous celebrities are used as product presenters, combined with story-based content, which requires a significant budget to create awareness.

STAGES OF CUSTOMER JOURNEY

2. Consideration

The stage where customers begin to consider and select products that meet their needs, or the stage where customers conduct further research after passing the awareness and brand recognition stage to understand the product better, but do not yet have an immediate intention to purchase.

STAGES OF CUSTOMER JOURNEY

3. Purchase

The stage where the target group develops a desire to buy and travels to a store where the product or service is distributed. Therefore, providing information at the point of purchase and service delivery is extremely important to increase the chances of a purchase decision.

STAGES OF CUSTOMER JOURNEY

4. Retention

The creation of a good post-purchase user experience on a continuous basis, ensuring customers are satisfied enough to return for repeat services.

5. Advocacy

The stage where customers with high satisfaction from using the business's products and services decide to share, recommend, or promote the brand to others voluntarily.

DIGITAL MARKETING AND THE CHANGING CONSUMER JOURNEY

In the past, the consumer journey was a simple linear path, covering the pre-purchase, purchase, and post-purchase stages, which made building loyalty easy.

However, current behavior has changed significantly. Consumers increasingly focus on awareness and searching for information through online channels rapidly and continuously.

Marketers must therefore understand these diverse and complex behaviors to develop marketing strategies that align with the changing journeys of consumers.

The current consumer journey through digital media can be divided into 6 stages as follows:
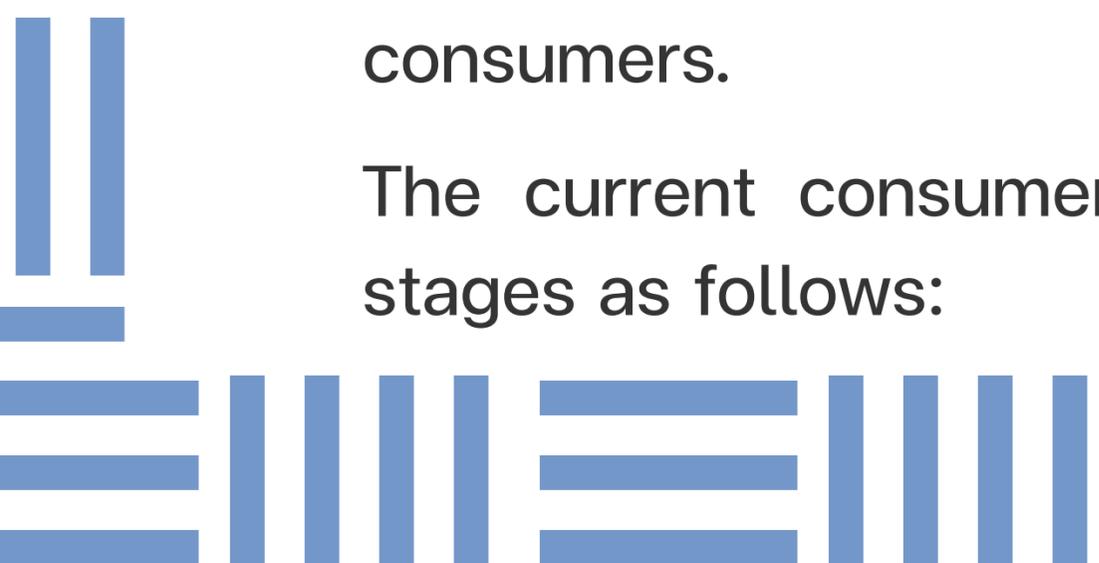
MODERN CONSUMER JOURNEY

1. Awareness

In the first stage, businesses need to communicate information to the target audience through a combination of diverse channels, such as running Facebook ads, emphasizing attractive images on Instagram, or storytelling through YouTube videos, alongside traditional media like television and billboards. Success depends on media selection, content design, and determining the frequency of presentation to create awareness most effectively.

MODERN CONSUMER JOURNEY

2. Consideration

Customers enter the process of searching for additional information and comparing with other brands, often using search engines, reading reviews, and studying experiences from real users on online media. Additionally, customers may contact the brand directly through online channels such as Line or Facebook to use that information as the final component in their purchase decision.

MODERN CONSUMER JOURNEY

3. Preference

After passing the evaluation, customers will begin to show favor towards the brand through online behavior, such as liking, sharing content, or following the business's social media accounts to receive continuous updates. These expressions are considered significant signals indicating the upcoming purchase decision in the next sequence.

MODERN CONSUMER JOURNEY

4. Purchase

Once consumers have decided to buy, convenience and the diversity of distribution channels become decisive factors, especially ease of product access and fast online payment systems. If the purchasing process is too complex or cumbersome, it can immediately become an obstacle that makes customers change their minds about buying, even if they previously had a high preference for the brand.

MODERN CONSUMER JOURNEY

5. Loyalty

When consumers develop an impression from actual usage leading to brand loyalty, businesses must prioritize relationship management and customer experience. This is to create an engagement and make customers feel important, resulting in continuous repeat purchases in the long term.

MODERN CONSUMER JOURNEY

6. Advocacy

Customers share positive experiences via online media, both in private and public spaces, which builds immense credibility and significantly boosts sales. Businesses must continuously monitor brand movements and be ready to respond quickly to negative comments to maintain their image and prevent widespread impact.

Benefits of Customer Journey

- ## Understanding Complex Behaviors:

Helping businesses keep pace with rapidly changing and complex customer behaviors in the digital age.

- ## Holistic Visibility:

Creating a customer journey map helps easily observe and analyze how customers access the brand across all channels.

- ## Accurate Data Analysis:

Customer data enables businesses to deep dive into specific behavioral details and needs of each customer segment.

- ## Increasing Accessibility Efficiency:

Allowing for strategies that reach customers through various channels more conveniently and precisely.

Customer Journey Map

It is a tool that helps businesses visualize a holistic view and understand the processes customers use to access various media or marketing tools. By integrating customer Persona data into the journey, it allows for the analysis of specific behaviors within each segment. This enables businesses to accurately identify key touchpoints and strategically plan to support and respond to customer needs at every stage with maximum efficiency.

Persona data refers to creating a fictional profile of a customer based on actual collected data, encompassing behaviors, needs, pain points, and lifestyles.

Customer Journey Map

The details of the Customer Journey Map are as follows:
· **Phrase**: The stages or sequences of the target audience.
· **Action**: The actions taken by the target audience at each stage.
· **Touchpoint**: The media, content, or staff that customers interact with.
· **Pain points**: Customer problems or challenges.
· **Solutions**: Methods to solve problems for customers.

	Awareness	Consideration	Conversion	Retention	Advocacy
User actions	ถามหาสินค้าจากเพื่อน	หาสินค้าตามเว็บไซต์ต่างๆ	ซื้อสินค้า	ใช้สินค้าจากแบรนด์เดิม	บอกสินค้าให้คนอื่นต่อ
Touchpoints	ใช้ keywords ตามหาสินค้า	เว็บ e-commerce หรือ Social Media	ชำระเงินออนไลน์เข้าไปหน้าซื้อสินค้า	ลูกค้าจดจำเว็บซื้อสินค้า	ลูกค้าให้รีวิว
Pain points		หาสินค้าที่ถูกใจไม่เจอ	ไม่รับบัตรเครดิต		ไม่ติดตามหลังจากส่งสินค้า
Solutions		ให้ข้อมูลสินค้าตรงความต้องการ	ให้ความหลากหลายในการชำระเงิน		ให้ลูกค้าช่วยทำรีวิวสินค้า

Steps to Create a Customer Journey Map

1. Clearly define the Customer Persona

Defining a clear Persona helps businesses deeply understand the diverse needs of each customer segment, enabling them to design problem-solving approaches and present products precisely.

2. Data collection

Once the scope and target groups are defined, a critical step is gathering actual data from customers to create a representative Persona, such as consumption behaviors, age range, and specific interests. This data must come from real collection through various methods, such as inquiries or evaluations, rather than assumptions or imagination, to ensure the information is accurate and fully actionable.

Steps to Create a Customer Journey Map

3. Create the Customer Journey

Define all 5-6 stages of the Customer Journey.

4. Define User Actions

Identify the actions for each Persona, specifying what actions occur at each stage.

5. Identify Touchpoints

The business must determine what the key touchpoints are.

6. Identify Pain Points

Carefully observe customer problems that arise at each stage in detail.

7. Define Solutions

Determine the right and precise ways to solve the problems for each pain point.

Steps to Create a Customer Journey Map

Example:

Developing a Customer Journey Map for a "Healthy Food Delivery" business

1. Define Customer Persona

Name: Ms. A (A busy, health-conscious office worker with no free time)
Gender: Female | Age: 28 - 35 years old
Status: Single/Married (No children) | Income: 35,000 - 50,000 THB/month
Behaviors and Preferences: Health-conscious, enjoys exercising but works hard until late at night, has no time to cook, usually orders food via applications, consumes content through Instagram and TikTok.

2. Data Collection (Research)

Methods: In-depth interviews with 10 regular customers and online surveys.
Key Findings: This customer group is bored with traditional, bland-tasting healthy food and faces the issue of "expensive delivery fees" when ordering separate meals.

Steps to Create a Customer Journey Map

Example:

Developing a Customer Journey Map for a "Healthy Food Delivery" business

3. Customer Journey Map Table

	Awareness	Consideration	Purchase	Retention	Advocacy
User Action	See ads on FB/IG or reviews from weight-loss influencers.	Browse menus on Line OA or website; compare prices and calories.	Order a weekly meal package (20 meals) and make a payment.	Receive meals on schedule and reheat them daily.	Post food photos on IG Story and recommend to office colleagues.
Touchpoint	FB/IG Ads, Influencer Post, Google Search	Line Official Account, PDF Menu, Real Customer Reviews	Website Shopping Cart, Banking App, Admin Summary	Packaging, Delivery Staff, Admin Follow-up	Instagram, Twitter (X), Referral Code Program
Pain Point	Fear that food won't taste as good as the pictures or will be bland.	Unclear nutrition data (Cal/Macros), making it hard to decide.	Complicated ordering process; having to provide name/address repeatedly.	Excessive plastic waste or repetitive, boring menus.	Don't know how to recommend friends so both parties get benefits.
Solution	Use real product photos and appetizing cooking videos.	Provide clear Macros tables and a special-priced "Trial Set."	Membership system that saves addresses and accepts credit cards.	Use biodegradable boxes and rotate new weekly menus by season.	Create a "Refer-a-friend" system with discounts for both parties.

Q & A