

Customer Journey Mapping Checklist

Use the following questions as a guide as you map your customer journey.

- What customer problem or pain point are you trying to solve? How are you able to help them?
- Why should they use your solution rather than the competitors' solutions?
- How are your prospects/customers able to find you? What channels are you using to reach your target audience?
- How easy is it for prospects/customers to ask questions, seek support, or contact customer service?

- What methods are you using to maintain customer engagement across all channels?
- How easy is it for your customer to pay for your product or service?
- What current methods are you using to encourage customers to return, purchase again and refer you to their friends?