



Complete Business Online

CREATING A CUSTOMER JOURNEY MAP FOR MULTI- LOCATION BUSINESSES

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INTRODUCTION

"The customer experience is the next competitive battleground."

Jerry Gregoire

Historically, a company's marketing efforts have been focused around a single product or service.

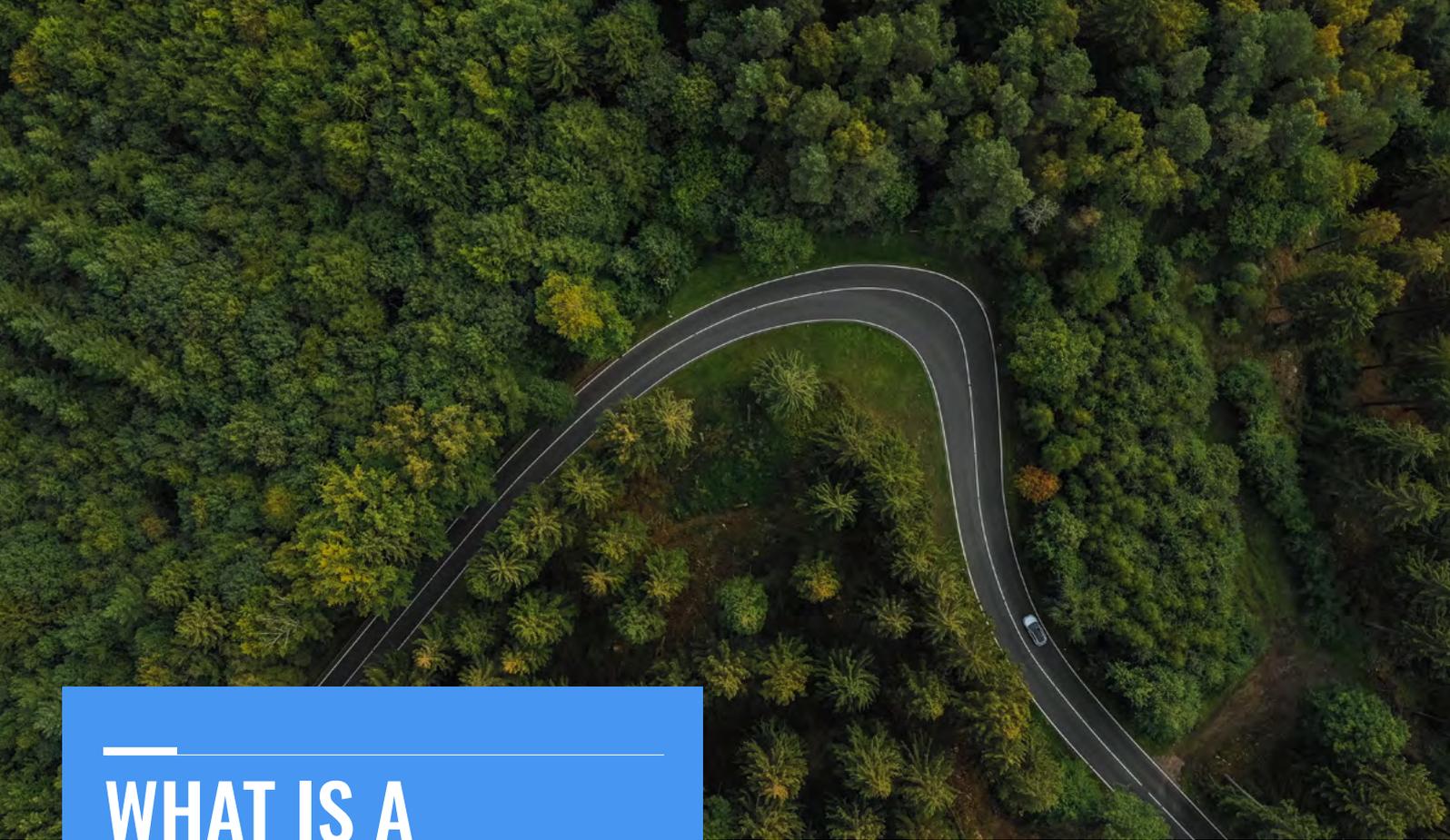
A significant investment is made to achieve one sale at one point in time.

This, however, is changing. The single purchase still matters, but it is instead becoming just a part of the entire customer journey.

Looking at this journey as a whole, business can offer more value and build better relationships with

their customers.. Therefore, instead of the checkout process or the customer support service simply being a neutral experience, at best, businesses are striving to make these processes, systems and touchpoints enjoyable and valuable to the consumer.

This is why we now see businesses making significant increases in their investment to map and automate the customer journey.



WHAT IS A CUSTOMER JOURNEY?

The customer journey is every single touchpoint that a customer has with a brand, from beginning to end.

It is each interaction with a company, whether online or offline from social platforms and the website to inside the brick-and-mortar location and at brand-sponsored events.

Understanding the customer journey is complex, yet necessary.

This journey is not linear, as it used to be decades ago when customers would see an advertisement on TV, visit the store, buy a product and then leave.

Now customers might be pointed to the company website when they enter a search query, they could learn about the product in a viral video or they may listen to a commercial for a brand's service while they are enjoying a podcast.



In other words, there are numerous ways for consumers to be introduced to a brand and there are even more ways for the same consumer to come into contact with the brand again. This complexity is only magnified when the brand has multiple locations.

Although there are complications in the customer journey, this should not dissuade the company from understanding it. Mapping out the customer journey involves pinpointing all the possible touchpoints that customers have with a brand, as well as their usual sequences.

When businesses see this, it provides a powerful visual that enables them to gain the customer's

perspective, which then allows them to mold the customer journey into a unique experience that creates unparalleled value for the customer.

Automating the customer journey map can take this visual to an entirely new level. Instead of just a picture of what typical customer journeys look like, it provides companies with the ability to curate each customer's journey.

The tools for this, such as [Autopilot](#), allow a business to create automated **'reactions'** for when leads engage with them (i.e. when a lead fills out a form, an informational email is automatically sent).

A 3D rendering of a white maze. The maze is composed of many interconnected paths and dead ends. In the center of the maze, the word "autopilot" is written in a bold, black, lowercase, sans-serif font. The lighting creates soft shadows, giving the maze a three-dimensional appearance.

autopilot



THE BENEFITS OF CUSTOMER JOURNEY MAPS TO MULTI-LOCATION BUSINESSES

Businesses that are in multiple locations often face a different set of digital marketing challenges than either eCommerce-only businesses or single location brands.

These different locations can create unique customer bases, they often compete against different types of local businesses, and they exist in their own local economy.

These factors will transform each of these businesses in different ways—ways that management may not be able to fully understand without deeper information. This is where customer journey maps come in.



1. MAINTAIN UNIFORMITY ACROSS MULTIPLE LOCATIONS

Thoroughly developing a customer journey map can transform the way a multi-location business ensures uniformity across their locations.

Instead of simply knowing that various touch points exist and siloing these touchpoints to their designated business division or team member, management can develop backstops that guarantee these touch points stay on brand and create the same seamless experience as a customer moves from one engagement to the next.

In short, a visualisation of the customer journey allows brands to see where their touchpoints for different locations might be diverging, so that they can quickly correct course.

Additionally, automation tools like Autopilot ensure that customers from every location receive on-brand information at exactly the right time.

Whether a customer visits a store on one side of the country or the other will not matter, they will get the exact same experience.



2. PROVIDE ENHANCED VISUALS OF WHERE CUSTOMERS COME FROM

Companies will quickly find out that customer journey mapping is all about visualisation—and many of the benefits are based around this.

Over time, management can incorporate data into the map, allowing them to find where different types of customers are coming from and why.

They can also use this information to develop in-depth customer personas. When this is combined with an automated customer journey map, it means never-before-seen personalisation. Tens, or even hundreds of different customer journeys can be mapped out, each for a unique type of customer.

This visualisation also gives the business other cues, such as where they could incorporate automation and how they can measure touchpoint success across locations.

It offers a multi-location business' marketing team the ability to more effectively communicate with location managers. They can use the customer journey maps to show managers how various engagement impact revenue and profit outcomes, brand loyalty, and much more.

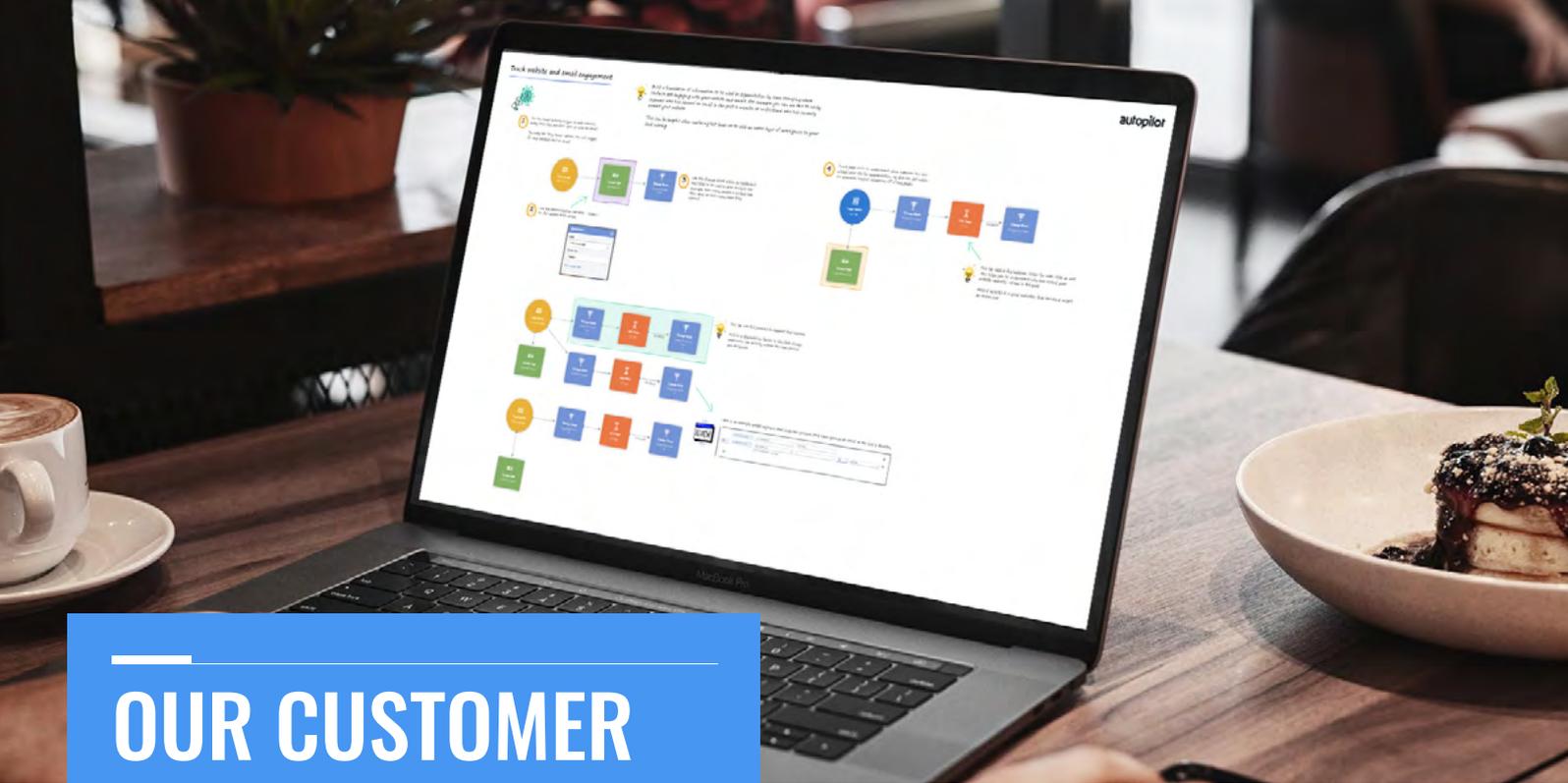


3. ENABLE MANAGEMENT TO PINPOINT INDIVIDUAL LOCATION'S WEAKNESSES

Overseeing multiple locations is a juggling act.

One location's biggest weakness may be employee knowledge, while another location might have a wavering social media presence. Customer journey mapping is a way to pinpoint these weaknesses.

When automation technology is then applied to the customer journey mapping process, companies can quickly get all of their locations' touchpoints on the same level.



OUR CUSTOMER JOURNEY TOOLS

In the past, it was possible to accomplish customer journey mapping manually.

Because there were dramatically fewer customer touchpoints, customer journeys were less complex and only offered a few options in terms of the next step.

Mapping the customer journey in the current, digital world is much more complicated. Using a manual approach will create a number of hurdles.

1. It is inefficient. Marketers would need to send out a welcome email each and every time they checked the new website forms that were filled out, as well as a number of other tasks that would often either fall through the cracks or be significantly delayed.

To make sure that our clients do not face these issues, we use [Autopilot](#). This tool allows us to create personalised customer journeys that are fully automated.
2. The customer journey map would be much less personalised. The complexity would be impossible for a single marketer or even an entire marketing team to oversee.

When one of our client's customers or potential customers completes a task, the customer journey map that we have created through Autopilot reacts—an action or condition is triggered.

This helps us guarantee that consumers are provided with all the information and incentives they need in order to become a loyal customer.



HOW DO OUR CLIENTS START A JOURNEY?

We work with our clients to design the most effective and customised customer journey maps. In order to do this, we personally design more complex journeys with the help of client data and input.



1. SIMPLE JOURNEYS

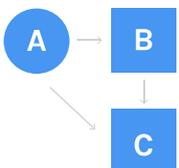
The more simple journeys are the customer journeys that follow a basic 'if A, then B' condition.

They are often fairly short and more linear.

For example, if a consumer fills out the form on the website, this triggers a welcome email. If they click the link in the

email, then they are sent to the company's app. If they download the app, then they are sent a discount coupon.

In Autopilot, these can often be accomplished in user-friendly, pre-designed templates that are easy for all of our clients to understand.



2. COMPLEX JOURNEYS

The complex customer journeys are often more customised.

It has multiple paths that customers can take depending on their needs and wants.

For example, the initial action could depend on which form the user fills out (i.e. different forms could be located on different pages of the website).

Additionally, it could take different actions depending on how long the user takes to

make their next move.

There is an endless list of different conditions that every action's trigger could be based on, including customer demographics, previous engagement, and more.

In Autopilot, we often design our own templates for these more complex journeys, making them exceptionally personal to the customer.



MAPPING OUT THE CUSTOMER JOURNEY

In an effort to consolidate our tools, we choose to use [Autopilot](#) to map out all of our customer journeys.

However, for those who would like a simpler tool that helps them to visualise the customer journey, rather than also providing an automated workflow, there are a number of tools. One we can suggest is [Lucidchart](#)—although, there are a number of other visualisation and automation tools available—a little bit of research will help you find the one that is right for you and your needs.

Customer journey mapping is the best way for businesses with multiple locations, or any business for that matter, to provide a positive customer experience for each and every customer.

This allows the customer to better connect with the brand and creates a desire for a long-lasting relationship. To get started, companies should mold a specific customer persona and layout a comprehensive list of every possible customer touchpoint.

The company can then create a journey by connecting these touchpoints in a variety of ways that ultimately inspire increased customer engagement.



ABOUT CBO

Complete Business Online is a full service digital marketing agency.

We help franchisors improve revenue, attract more customers and grow their franchise network.

If you want to protect your brand's online brand reputation, contact us today to find out how we can help.



Complete Business Online

FRANCHISE DIGITAL MARKETING

 1300 660 285

 hello@cbo.me

 www.cbo.me

 **SYDNEY, AUSTRALIA**

Level 13, 333 George
Street Sydney NSW 2000
Australia

 **MELBOURNE, AUSTRALIA**

Level 3, 534 Church
Street Cremorne VIC 3121
Australia

 **MANILA, PHILIPPINES**

Unit A 27/F BPI-Philam Life
Assurance Corporation
(BPLAC), 6811 Ayala Avenue,
Makati City 1209
Philippines