

# Customer Journey Solutions CDP

## Map the Customer Journey & Improve Customer Experience

How do you go about personalizing the customer experience? You start by mapping your customer journey. These maps show gaps between customer expectations and the actual experience at key stages of the journey. At the very least, customer journey maps should contain the context, a persona, outcomes and touchpoints.

Companies new to customer journey mapping should carefully define their objectives. With clear objectives in mind, you're much more likely to define a path to get to them. It's also helpful to include executives in the process of defining objectives and engaging them in the process. Then, define the scope of the project by identifying the processes and specific customers that will be targeted in the journey mapping process. It's better to complete customer journey mapping for each key customer segment.

Once you master customer journey mapping, move on to customer experience mapping. Customer experience maps deliver key insights to help you streamline your customer experience strategy. These maps go one step further by examining the complete picture of the customer experience with a brand, analyzing behavior and interactions across touchpoints and channels. These maps deliver an understanding of the process each customer segment undergoes when interacting with your brand and show potential interactions throughout the whole buying journey. Experience maps are a must for determining why customers don't have the best possible experience, especially when you are not sure where the disconnect is happening.

Find out more about our **Intelligent Engagement Platform**  
Customer DNA capabilities on [NGDATA.COM](https://www.ngdata.com)