

Customer Journey Experience Mapping

Discover how to diagnose and optimize your customer experience through effective journey mapping. Learn practical techniques to identify friction points and create memorable moments.

Customer Journey's 7 Secrets to Better Experience Mapping





Why Customer Experience Diagnosis Matters



Growth Driver

High-growth companies put customers at the heart of their strategy.



Key Differentiator

Quality of experience is crucial in markets with overwhelming options.



Hospitality Example

Every unsold room is an immediate loss. Disintermediation requires optimized touchpoints.



Your journey,
Our priority



Aalboity
ArocFrovet

Understanding Customer Experience

1

Beyond Interactions

Experience spans the entire journey from first need to loyalty or abandonment.

2

Emotional Journey

Encompasses all emotions, perceptions, and interactions a guest has.

3

Long Timeline

Begins before arrival with inspiration and continues well after departure.

The 5 Key Phases of Customer Experience

Consideration (Inspiration)

Client starts thinking about a need. Goal: be part of their mental shortlist.

Exploration (Research)

Client actively looks for options. Goal: appear in search results convincingly.

Purchase (Booking)

Client decides to buy. Goal: remove friction and streamline the process.

Use (Experience)

Client uses your product. Goal: deliver an experience that matches or exceeds promises.

Loyalty

Client returns or refers others. Goal: build long-term relationships.



THE CONSULTANT'S GUIDE TO CUSTOMER EXPERIENCE MAPPING



Customer Journey Map: Your Diagnostic Tool

Visualize the Journey

Map out every step your customer takes from awareness to loyalty.

Identify Pain Points

Discover where customers struggle or abandon the process.

Find Opportunities

Uncover moments to exceed expectations and create loyalty.

Step 1: Map the Customer Journey



HOW TO CONDUCT A CUSTOMER EXPERIENCE DIAGNOSTIC (WITH JOURNEY MAP TEMPLATE)

(WITH JOURNEY MAP TEMPLATE)



ACTIONS

--	--	--	--

THOUGHTS

--	--	--	--

EMOTIONS

--	--	--	--



Customer Journey Map Template

	Consideration	Exploration	Purchase	Experience	Loyalty
Touchpoints					
Customer Goals					
Moments of truth					
Pain Points					
Love Points					
Opportunities					
Data Available					
Data Collected					

Step 2: Identify Key Moments of Truth

Exploration

Search quality, comparison tools, online reviews

Experience

Service interactions, problem resolution, amenities



Purchase

Cart abandonment, indecision, call center experience

Arrival

First impressions, check-in process, room quality

Step 3: Map Touchpoints and Channels



Step 4: Analyze Information Collection



Available Information

What data exists at each touchpoint?



Collected Information

What is actually captured and stored?



Centralized Information

Is data accessible and actionable?

Step 5: Identify Friction and "Wow" Moments

Pain Points

- Frustrations customers experience
- Moments of disappointment
- Process breakdowns

Love Points

- Moments of delight
- Exceeded expectations
- Memorable experiences

Data Sources

- Satisfaction surveys
- Online reviews
- Mystery shopping
- Staff shadowing

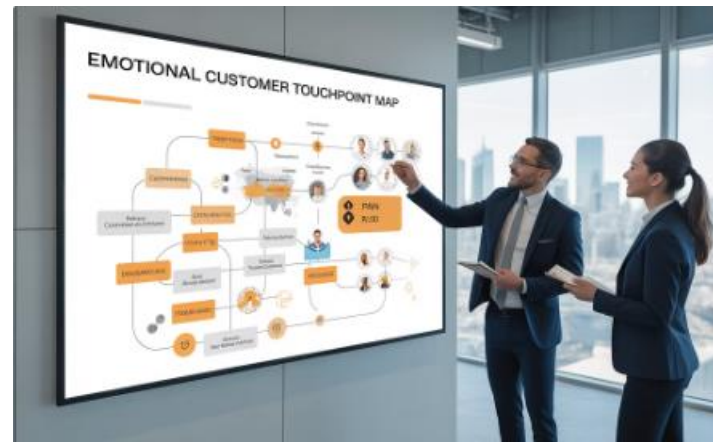


Step 6: Identify Experience Gaps



Expectation vs. Reality

The biggest improvement opportunities lie in these gaps between what customers expect



Emotional Engagement

Focus especially on moments of truth where the customer is most emotionally engaged.



Critical Moments

Identify where expectations are set too high or delivery falls short of promises.

Step 7: Define Corrective Actions



For each gap, brainstorm at least three actionable solutions. Focus on data collection, CRM strategy, and direct booking incentives.

Understanding User Personas



Business Traveler

Bookings made by assistant, needs Wi-Fi and quick check-in.



Solo Traveler

Seeks simplicity, safety, and social spaces.



Family Traveler

Looks for affordable deals, family rooms, kid-friendly services.

Hotel Guest Profiles



Hotel Customer
Needs: Fast check-in, Wi-Fi, flexible cancellation



Hotel Buyer
Needs: Corporate rates, meeting rooms, parking



Hotel Guest
Needs: Clean rooms, good location, breakfast



Hotel Guest
Needs: Comfortable beds, good service, amenities



Hotel Guest
Needs: Fast Wi-Fi, quick check-in, good location



Hotel Guest
Needs: Clean rooms, good service, amenities



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Needs: Clean rooms, good service, amenities

Persona Template Example

Profile Photo



Persona Name

Business Traveler

Demographics

35-55, mid to senior level professional

Goals

Efficiency, comfort, productivity

Pain Points

Slow Wi-Fi, complicated check-in, noise

Booking Channel

Corporate travel portal, assistant

Key Needs

Fast service, workspace, convenient location

Persona Template

Profile Photo	Persona Name	
	Demographics	
	Goals	
	Habbits	

	Awareness	Research	Purchase	Experience	Loyalty
Channels					
Key Needs					
Pain Points					
Love points					

5 Key Takeaways for Hospitality Professionals

1

Personalization ≠ Automation

Ultra-personalization is now a major differentiator.

2

Human Connection

Staff training yields better ROI than flashy tech.

3

Full Journey

Every stage matters, not just check-in.

4

Strategic Surprises

Well-placed surprises strengthen emotional memory.

5

Last Impression

Checkout should be as polished as arrival.

Ready to Diagnose Your Customer Experience?

Printable Worksheet

Download your diagnostic worksheet to start mapping your customer journey.

Discovery Session

Book a session to review your customer journey with an expert.

Monthly Newsletter

Subscribe to receive a new free diagnostic tool each month.



Bonus Test for Your Establishment

1 Experience Your Own Service

Have you recently tested the customer experience you offer? Try booking anonymously.

2 Create Evaluation Standards

Do you use a standard evaluation grid? If not, create one.

3 Consider External Perspective

Bring in a consultant for an unbiased view of your customer experience.

4 Book a Strategy Call

Get support to make your customer experience a true growth engine.

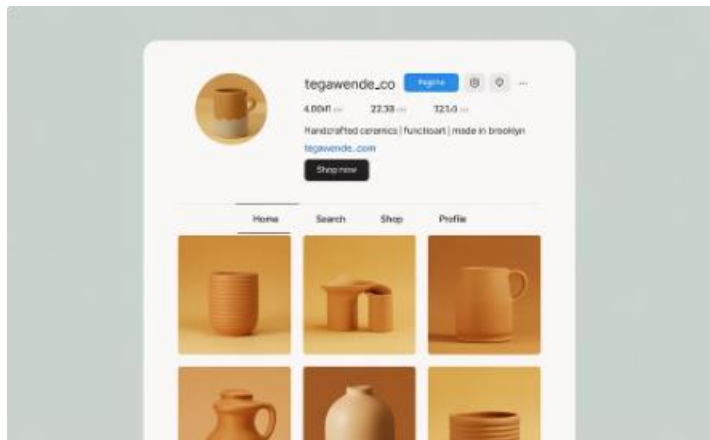


Take the Next Step in Your Growth Journey



Free Discovery Call

Gain clarity and map out your next steps with personalized guidance.



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Personalized Support

Get tailored strategies to understand what your clients truly want.

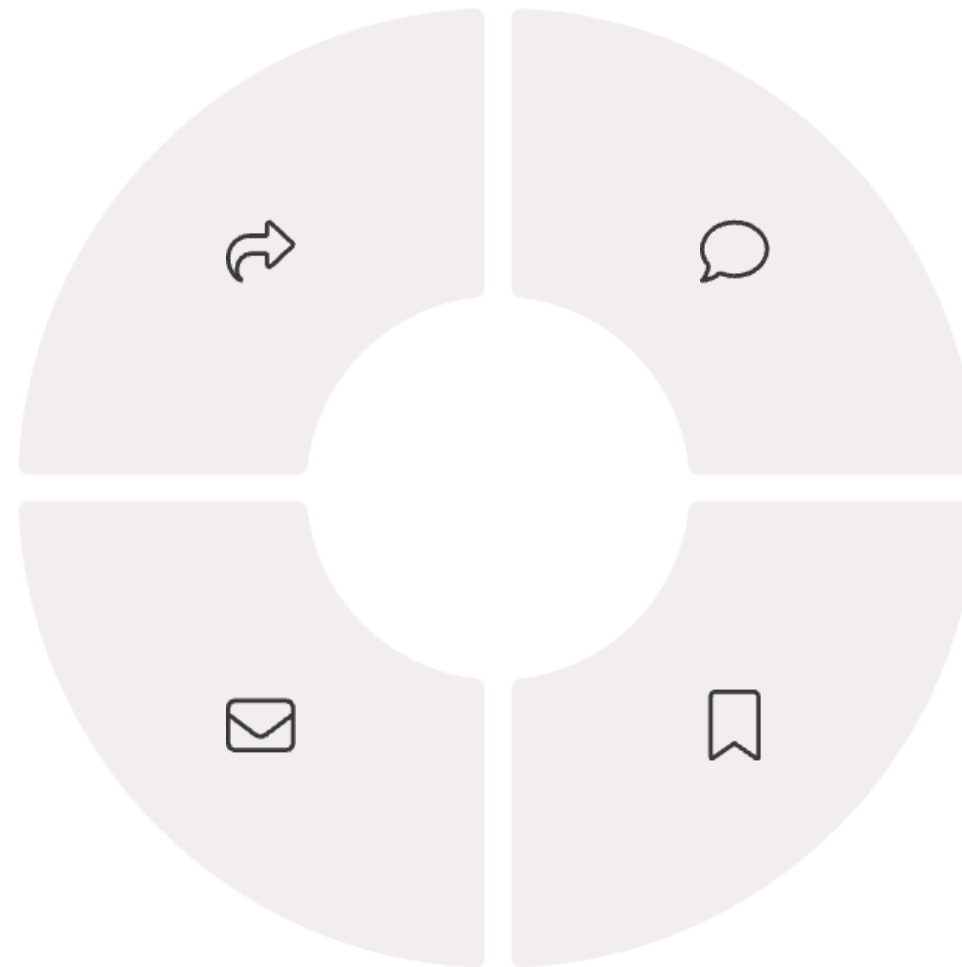
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*“The only way on earth to **influence people** is to **talk about what they want** and show them how to get it.” — Dale Carnegie*