

Customer experience map

Improving retention and monetization of existing customers can be hugely beneficial for organizations and can have way more of an impact on increasing annual revenue than acquisition efforts.

But, many leaders focus most of their efforts on the acquisition, despite the biggest growth opportunities already existing within the customer base.

Focusing on a unique customer experience can have a huge positive impact, and operationalizing that experience can further maximize revenue growth. This is where creating a customer experience map for growth comes in!

And there are 6 initial steps to creating one:

CX map initial steps

- Create a cross-functional team.
 - Collect data that's both quantitative and qualitative.
 - Think about success milestones.
 - Break down customer needs.
 - Define KPIs, largely completely new ones.
 - Pinpoint success gaps and optimize.
-

So, let's go ahead and briefly break down these first steps to crafting an effective CX map...

Create a cross-functional team

You need to be able to tap into all the knowledge you need, across the whole organization.

- Collect knowledge.
- Guarantee more company-wide buy-in.
- Teams feel more accounted for.
- Reduce silos and redundant work.
- Clarify roles and responsibilities.
- Foster dialogue and stronger co-creative strategy.

Collect data that's both quantitative and qualitative

There are many sources for this data you can go to. If you're introducing this work to solve a particular need, focus on one place first. Examples include:

- Target market surveys.
- Market interviews.
- Customer surveys.
- Product usage.
- Demographic data.
- Website analytics.

	<ul style="list-style-type: none">• Buyer types.• Personas.• Software reviews.
Think about success milestones	<p>Look at identifying the instances of trust a customer places during their relationship with you. For example:</p> <ul style="list-style-type: none">• When they experience a problem and start seeking a solution.• What they might go through in a buy-in decision.• When they're deciding how to use the product within their organization. <p>Focus on your customer and what they need to be successful. Example:</p> <p>Discovery - explore - consider - try - engage - grow.</p>
Break down customer needs	<p>Focus on the motivations, objections and outside influences that are driving your customers.</p> <p>What are users doing? - What are they thinking? - What are they feeling?</p>
Define KPIs, largely completely new ones	<p>This is a highly critical step in the mapping process. You may have current metrics in place such as unique page visits, referrals etc. Look at developing new KPIs for the identified moments of trust. For example:</p> <p>When a customer activates inside your product - when a customer becomes truly engaged.</p>

**Pinpoint
success gaps
and optimize**

Utilize new KPIs to truly evaluate the current experience of your customers - identify success gaps and optimize opportunities - rally your cross-functional teams and experiment - continue to build on this.

A strong CX map will help you create a shared understanding for your teams, a shared language to talk about your work and customers. Opportunities will become more obvious and you'll be able to develop a meaningful measure for success.