

Customer Journey Map™

Example: ABC Integration Company



Introduction

Your **Authentic Customer** is not just a market segment or a list of demographics. She is the singular person your company is here to serve—someone with a life story, dreams, challenges, and desires you can picture vividly.

Using the **Authentic Customer Experience™** and the **Authentic Customer Avatar Designer™** (other Force for Good Wisdom Tools), you will create this fictional character—your *Authentic Customer Avatar*. This Avatar becomes a guiding star, helping everyone on your team see, feel, and serve your customer with empathy and clarity.

In this Wisdom Tool, the **Customer Journey Map™**, you will develop a **Shared Avatar Description** for your whole company. While each team member may create their own personal Avatar to deepen their understanding, **this exercise aligns everyone around a single, consistent customer story.**

Once you've created this Shared Avatar Description, you will walk alongside her through the **multisensory experience** of discovering your business:

- Learning about your company and your solutions
- Considering whether what you offer is right for her
- Deciding to say yes and become a customer
- Experiencing onboarding, delivery, and support
- Encountering challenges and resolving them
- Receiving the transformation your company is meant to deliver

In this process, you will map at least **17 steps** of her journey. While that may sound extensive, each step reveals critical nuances about what she thinks, feels, fears, and hopes.

When you skip this level of detail, you miss countless opportunities to serve her more powerfully and to build a business she trusts and loves.

The Process

1. Authentic Customer Avatar Description

- Define the name, life, and story of your customer.

2. Take the Customer Journey

- Walk through the 17 steps of her experience across 5 lenses:
 - ✓ Physical Experience
 - ✓ Thoughts
 - ✓ Feelings & Intensity
 - ✓ Interactions
 - ✓ Systems

3. Harvest Wisdom

- Reflect on what you've learned, so you can transform how you serve, communicate, and grow.

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Example: ABC Integration Company



PART ONE – SHARED AVATAR DESCRIPTION

Bring to mind a single Authentic Customer Avatar you intend to use for the whole company.

Begin by getting a clear picture of who your Avatar is by constructing a fictional person. You will be walking through the Customer Journey, not thinking about the collective experience of your target market, but rather, guided by a very personal experience of a fictional Avatar you follow for wisdom and insights.

1. Avatar Demographics.

What is the name of your Avatar? Give them a name (George, Cindy, Pedro, Maria, or whatever you choose.) Francine	What is their age? 52	What is their gender? Female
Where do they live? City, town, and country. New York City, NY, USA	What did they go to school? Name of where they went for high school, college, and/or grad school. MBA, Wharton School of Business	
What is their occupation? What is their job title, industry, company, and company size? CFO of a Fortune 500 financial institution; manages finance, risk, compliance, and reporting functions	What is their annual income? \$600,000+ with bonuses and equity	
What is their marital status? Single, married, divorced, remarried, widowed, etc. Married to Marvin 23 years	Do they have children? What are the names and ages of all of their children. Two adult children in college, Sara (21) and Richard (19)	

2. Psychographic Information.

Values and Beliefs. What is important to them, what do they prioritize, what are their political beliefs, what are their religious beliefs?

Precision, credibility, efficiency. Believes data should always be accurate, defensible, and timely. Politically moderate but progressive on corporate responsibility.

Interests and Hobbies. What are activities they enjoy, to which clubs do they belong, which sports teams do they love? What do they do for culture? Who is their favorite artist? Favorite band?

Golf on weekends, opera and theater, advisory roles in financial women's networks.

Customer Journey Map™

Example: ABC Integration Company

Lifestyle. What are their daily routines, social activities, and travel habits? What did they do last Saturday? Where did they last travel? What are they doing for social fun with friends next week?

Works 70+ hours weekly, high-pressure deadlines. Travels quarterly to board meetings and investor conferences.

Vacations. What kind of vacations do they prefer? (Beach, adventure, cultural, culinary, luxury)

Luxury cultural experiences—wine country, Europe, theater festivals.

Health. What fitness activities or sport do they participate in? (Gym, yoga, running, dance, team sports)

Personal trainer twice a week; stress management through yoga and running.

Books, Magazines, Podcasts. What kind of books, magazines, and podcasts do they enjoy? (Genres, specific titles, digital vs. print)

Harvard Business Review, The Economist, Wall Street Journal, McKinsey podcasts.

Music. What type of music do they listen to? (Genres, favorite artists, streaming services)

Classical and jazz; Spotify playlists.

Personality. How would you describe their personality? Extroverted, introverted, adventurous, cautious, etc.

Analytical, decisive, cautious with risk.

Social Causes. What social causes or charities do they support?

Supports women in finance, financial literacy initiatives, and climate-conscious investing.

Goals and Aspirations. What are their personal and professional goals, desires, and dreams?

Francine's aspirations blend professional excellence with personal fulfillment. As CFO, she is committed to delivering bulletproof reports, ensuring compliance, and leaving a legacy of stronger financial governance. She plans to retire in eight years, teach finance at Columbia, and serve on corporate boards. Personally, she is devoted to supporting her aging parents in New Jersey, celebrating her 30th anniversary with Marvin on the Orient Express, and being present for her children as they begin families of their own.

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Next, imagine this person has come across your company. How did they find your company? (Google search, friend recommended, ad on TikTok, at a conference, on a billboard, etc.)

At an industry finance technology conference, she hears a peer CFO speak about how ABC Integration transformed their reporting speed and accuracy. Intrigued, she requests a demo.

Now that you have a specific Avatar in mind, and a way they have found your company, now you are ready to take the Customer Journey.

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PART TWO - TAKE THE CUSTOMER JOURNEY

With their presence in mind, imagine your Authentic Customer experiencing your company using the Customer Journey Map, on the next two pages. In this order, walk the Authentic Customer through the seventeen steps of the journey through the Five Lenses of Customer Experience:

LENS 1 - PHYSICAL EXPERIENCE

What is physically happening for them? Are they on a website, in a retail store, walking down the street, receiving a phone call, opening an email, at a meeting, etc.?

LENS 2 - THOUGHTS

All the thoughts that pass through their mind, including these very important thoughts to imagine, perceive, and know:

- Wants, needs, preferences. Specific thoughts about what they desire or need in that moment.
- Most of this, of course, is unspoken.
- Worries, objections, and concerns. Another specific type of thought you want to understand and know.

LENS 3 - FEELINGS AND INTENSITY

How are they feeling? Indifferent, worried, concerned, hopeless, excited, annoyed, confused, hopeful, reluctant, desperate, grateful, ambivalent, desperate, exuberant? Imagine how they are feeling. Also, consider the level of intensity they are feeling what they are feeling. Circle or highlight emotions they are feeling intensely. (Hint: anywhere your customer has an intense feeling, positive or negative, is a place to focus attention as it offers an invitation to serve them remarkably, either meeting their joyful expectation or providing a much-needed solution.)

LENS 4 - INTERACTIONS WITH CONTENT/PEOPLE/TOOLS FROM YOUR COMPANY

Who are the people from your company they interact with? What content, technology or tools they experience? Do they speak to someone in your sales department or customer service team? If they are seeing an ad on Google, or they are visiting your website and filling out a form, or is your sales person is meeting with them and delivering a presentation – all of these are the content, people, and tools your prospective customer is exposed to along the way of getting to know you.

LENS 5 - THE SYSTEMS THAT ARE HAPPENING IN THE BACKGROUND TO PRODUCE WHAT THEY ARE EXPERIENCING.

Your marketing systems, social media systems, sales systems, product manufacturing system, scheduling systems, etc. Most of these things are not consciously experienced by your customer, but somewhere in their awareness, they know these systems exist.

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Journey Step	Lens 1 - Physical Experience	Lens 2 - Thoughts	Lens 3 - Feelings	Lens 4 - Interactions	Lens 5 - Systems
1. They experience a problem, need, or desire.	Month-end close takes 18+ days; board demands faster turnaround.	"We can't keep missing deadlines. I'm under scrutiny."	Frustrated, anxious, pressured.	Internal finance team, Excel spreadsheets, IT tools.	Legacy ERP, siloed data warehouses.
2. They become aware of your company.	At industry conference; hears peer CFO case study.	"They solved exactly the pain I'm facing."	Curious, hopeful.	Peer CFO, conference presentation.	Marketing/PR securing speaking slots.
3. Initial interaction with your company.	Visits ABC Integration booth; takes demo flyer.	"This could be worth exploring."	Tentative optimism.	Sales rep, demo screens.	Lead capture, CRM entry.
4. They have an initial connection with your company.	Schedules demo call.	"Show me if this really works."	Skeptical but open.	Account executive.	Scheduling software, demo prep.
5. Learning about your company and solutions.	60-min demo of integration dashboard.	"This could cut reporting from weeks to days."	Excited, cautious.	Demo engineer, AE.	Demo environment, CRM tracking.
6. Experiences that invite them to be a customer.	Receives proposal + ROI case study.	"Can I justify this to the board?"	Analytical, weighing risk.	Proposal deck, emails.	Sales enablement system.
7. They decide to say yes.	Reviews proposal with CEO.	"This is worth the investment."	Relief, cautious optimism.	CEO, leadership team.	Contract approval workflow.
8. Saying yes.	Signs agreement.	"Now it has to deliver."	Determined, hopeful.	E-signature platform.	Legal/contracts system.
9. They are on-boarded as a customer.	Kick-off call with implementation team.	"Do they understand our complexity?"	Guarded optimism.	CSM, project manager.	Implementation plan, project mgmt.

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10. They sign agreements and make payments.	First invoice processed.	"This is a big spend—prove the ROI."	Responsible, cautious.	Accounts payable, ABC finance contact.	Billing + ERP systems.
11. They receive the product or service.	Integration environment provisioned.	"Okay, we're live—let's test this."	Excited, anxious.	Technical onboarding team.	Cloud infrastructure, deployment tools.
12. They experience the product or service.	First consolidated report generated.	"This took 3 days instead of 18!"	Thrilled, validated.	Dashboard, reporting tools.	APIs pulling ERP/HR/CRM data.
13. They experience issues or challenges.	Data fields fail to sync.	"We can't afford errors in board reports."	Alarmed, stressed.	Customer support engineer.	Ticketing, error logs.
14. Problem resolution.	Issue fixed in 24 hrs.	"They can handle problems quickly."	Relief, restored trust.	Account manager, senior engineer.	Escalation workflows.
15. Buying again. And again.	Requests expansion into compliance reporting.	"If this works, let's expand."	Trust building, pragmatic optimism.	Account manager, sales engineer.	CRM upsell workflows.
16. Becoming a loyal customer.	Reporting consistently 80% faster after 12 months.	"This is a cornerstone system."	Confident, secure.	Quarterly business reviews.	Success dashboards.
17. Becoming an ambassador for your company.	Speaks at next year's finance conference.	"ABC Integration transformed our reporting."	Proud, influential.	Public speaking, case study.	PR, marketing testimonial capture.

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PART THREE - HARVEST WISDOM

1. What did you learn from the experience of walking in your customer's shoes?

That CFOs like Francine need both speed and bulletproof accuracy; credibility is the top driver.

2. What did you discover that you hadn't considered before?

That emotional peaks happen not just at purchase, but at first board presentation using the software.

3. Where are your customer's greatest desires, hopes, and aspirations along the journey?
What are those specific wishes and desires?

Reliable, defensible reporting that protects credibility in front of board and CEO.

4. Where along the journey are your customer's greatest challenges, worries, doubts, and hesitations? What are the specific challenges and issues they are facing?

Fear of errors undermining trust; resistance from internal IT teams.

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Example: ABC Integration Company

5. Where does your company already provide a positive experience supporting your customer needs, wants, and problems? Name the top three areas.

- Speed of reporting (time savings).
- Dedicated support response.
- Clear ROI case studies.

6. Where would it be most beneficial to the customer (and to your company) to be great? Which place along the journey? Which desire or problem to solve? Which place along the journey, or what problem/desire being solved, would result in your customer saying an unequivocal YES to being your customer?

The **first reporting cycle** after implementation. If Francine's first board report lands flawlessly, she will become a lifelong advocate.