What is the Customer Journey?

Contributed by DJS Research Ltd
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The Customer Journey, as explained by DJS Research Ltd.

The customer journey (also Customer Journey Experience, Customer Engagement Cycle) refers to the stages customers travel through in their relationship with a specific brand. By analysing what the customer experiences at each individual touchpoint with a company it is possible to pinpoint where improvements to efficiency and customer service can be made. This is useful when making decisions about the extent and nature of further investment, to boost the service level of customer-facing teams and to plan a coherent and beneficial restructuring plan through providing a â€˜perfectâ€™ customer journey.

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