Retail Customer Engagement Journey Mapping Document

Project Overview

Document Owner: _____

Date: _____

Purpose: Outline the key customer journey stages and potential automation workflows to enhance retail customer engagement.

Customer Personas

Persona	Demographics	Goals	Preferred Channels

Journey Stages & Touchpoints

Stage	Customer Actions	Touchpoints	Pain Points	Opportunities
Awareness				
Consideration				
Purchase				
Post-Purchase				
Loyalty				

Automation Workflow Opportunities

Stage	Workflow Name	Trigger	Automation Steps	Expected Outcome

KPIs & Measurement

Metric	Definition	Target	Data Source

Notes & Next Steps

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