

B2B Service Customer Journey Map Framework

PERSONA

Company Name: _____
Stakeholder: _____
Role/Title: _____
Industry: _____

SCENARIO/TOUCHPOINT CONTEXT

Project / Service: _____
Key Objective: _____

Journey Stage	Customer Actions	Customer Needs & Goals	Pain Points	Opportunities	Company Interaction / Touchpoints
Awareness	<ul style="list-style-type: none">Recognize a needResearch solutions	<ul style="list-style-type: none">Understand optionsIdentify potential partners	<ul style="list-style-type: none">Lack of informationOverwhelming choices	<ul style="list-style-type: none">Clear, targeted messagingThought leadership content	<ul style="list-style-type: none">WebsitesSocial mediaEvents, webinars
Consideration	<ul style="list-style-type: none">Request demos or meetingsEvaluate proposals	<ul style="list-style-type: none">Compare valueUnderstand capabilities	<ul style="list-style-type: none">Complex pricingLimited case studies	<ul style="list-style-type: none">Transparent informationTailored case studies	<ul style="list-style-type: none">Sales consultationsTechnical documents
Decision	<ul style="list-style-type: none">Internal approvalNegotiate terms	<ul style="list-style-type: none">Low riskROI justification	<ul style="list-style-type: none">Lengthy approvalUnclear deliverables	<ul style="list-style-type: none">Customized proposalsClear SLAs	<ul style="list-style-type: none">Contract negotiationExecutive meetings
Onboarding	<ul style="list-style-type: none">Share requirementsTrain team members	<ul style="list-style-type: none">Smooth setupMinimal disruption	<ul style="list-style-type: none">Poor communicationSlow adoption	<ul style="list-style-type: none">Dedicated point of contactEffective training	<ul style="list-style-type: none">Kickoff meetingsWorkshops
Delivery & Support	<ul style="list-style-type: none">Utilize servicesRequest support	<ul style="list-style-type: none">ReliabilityQuick problem-solving	<ul style="list-style-type: none">DelaysUnresponsive support	<ul style="list-style-type: none">Proactive communicationDedicated support	<ul style="list-style-type: none">HelpdeskAccount management
Loyalty & Advocacy	<ul style="list-style-type: none">Provide feedbackRefer others	<ul style="list-style-type: none">Ongoing valueRecognition	<ul style="list-style-type: none">Lack of follow-upNo incentives	<ul style="list-style-type: none">Referral programsCustomer success reviews	<ul style="list-style-type: none">Feedback surveysCustomer success calls

NOTES & INSIGHTS