

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 need Research solutions | <ul style="list-style-type: none"> Understand options Identify potential partners | <ul style="list-style-type: none"> Lack of information Overwhelming choices | <ul style="list-style-type: none"> Clear, targeted messaging Thought leadership content | <ul style="list-style-type: none"> Websites Social media Events, webinars |
| Consideration | <ul style="list-style-type: none"> Request demos or meetings Evaluate proposals | <ul style="list-style-type: none"> Compare value Understand capabilities | <ul style="list-style-type: none"> Complex pricing Limited case studies | <ul style="list-style-type: none"> Transparent information Tailored case studies | <ul style="list-style-type: none"> Sales consultations Technical documents |
| Decision | <ul style="list-style-type: none"> Internal approval Negotiate terms | <ul style="list-style-type: none"> Low risk ROI justification | <ul style="list-style-type: none"> Lengthy approval Unclear deliverables | <ul style="list-style-type: none"> Customized proposals Clear SLAs | <ul style="list-style-type: none"> Contract negotiation Executive meetings |
| Onboarding | <ul style="list-style-type: none"> Share requirements Train team members | <ul style="list-style-type: none"> Smooth setup Minimal disruption | <ul style="list-style-type: none"> Poor communication Slow adoption | <ul style="list-style-type: none"> Dedicated point of contact Effective training | <ul style="list-style-type: none"> Kickoff meetings Workshops |
| Delivery & Support | <ul style="list-style-type: none"> Utilize services Request support | <ul style="list-style-type: none"> Reliability Quick problem-solving | <ul style="list-style-type: none"> Delays Unresponsive support | <ul style="list-style-type: none"> Proactive communication Dedicated support | <ul style="list-style-type: none"> Helpdesk Account management |
| Loyalty & Advocacy | <ul style="list-style-type: none"> Provide feedback Refer others | <ul style="list-style-type: none"> Ongoing value Recognition | <ul style="list-style-type: none"> Lack of follow-up No incentives | <ul style="list-style-type: none"> Referral programs Customer success reviews | <ul style="list-style-type: none"> Feedback surveys Customer success calls |

NOTES & INSIGHTS

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