

Customer Journey Mapping Needs to be Redefined to Keep Pace with the Ever-Changing Customer Landscape

Kinetic CX releases new CX insights on customer journey mapping. Research identifies that many organisations are poorly understanding their customer journeys.

DUBAI, DUBAI, UNITED ARAB EMIRATES, October 11, 2024 /EINPresswire.com/ -- [Kinetic CX](https://www.kineticcx.com/), the leading boutique CX firm providing full-service customer experience consultancy and design services, has released its latest insights on customer journey mapping. In today's hyper-competitive market, customer experience (CX) has emerged as a critical business differentiator. Companies that excel in delivering exceptional customer experiences often enjoy increased customer loyalty, higher retention rates, and a stronger brand reputation. At the heart of this CX revolution lies journey mapping—a strategic tool that helps businesses understand and optimise the customer journey. However, as customer expectations evolve, so too must our approach to journey mapping. Journey mapping needs to be redefined to achieve CX excellence in the current hyper-competitive marketplace.

As more organisations undertake to understand their customer journeys by mapping out their journeys the traditional approach to journey mapping may not serve to deliver the types of insights that would lead to delivering a better customer experience. Traditional journey mapping is typically designed from workshops held with stakeholders. Static maps of customer journeys tend to derive from a poorly researched understanding of what and why customers behave in a certain way at a particular touchpoint and journey stage. Our research indicates that up to 78% of all insights gathered from traditional journey mapping are flawed and not reflective of an



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accurate representation of customer behaviour.

One of the most significant shifts in journey mapping is the integration of data-driven insights. Businesses can gain a deeper understanding of customer behaviour and preferences by leveraging data analytics. This data can be sourced from various touchpoints, including website analytics, social media interactions, and customer feedback. By analysing this data, companies can identify patterns and trends that inform the journey-mapping process.

For example, a retail brand might use data analytics to track the online and offline interactions of its customers. By understanding how customers move between channels, the brand can optimise its marketing strategies and improve the overall customer experience.



Joe Tawfik, Founder

With a sudden wealth of options and opportunities available to us, we know consumers have resorted to coping mechanisms – mental shortcuts and techniques that help us cut through to

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Joe Tawfik - Kinetic CX

what matters most to make a choice. Consumers have activated mental processes to deal with the abundance of the web. Consumers now deal with scale and complexity using cognitive biases encoded deep in our pre-digital history. Understanding how consumer decision-making has changed will enable any business to win more business from its competitors.

Traditional journey maps are often static documents that quickly become outdated. To keep pace with the ever-changing customer landscape, businesses are now creating

dynamic journey maps. These maps are continuously updated with real-time data, allowing companies to respond to changes in customer behaviour promptly.

Dynamic journey maps can be created using journey mapping software that integrates with existing customer relationship management (CRM) systems. This integration ensures that journey maps are always up-to-date and reflect the latest customer interactions. By having a

real-time view of the customer journey, businesses can identify opportunities for improvement and make data-driven decisions.

In the quest for CX excellence, journey mapping is a powerful tool that helps businesses understand and optimise the customer journey. However, journey mapping must be redefined to keep pace with evolving customer expectations. By embracing data-driven insights, creating dynamic maps, focusing on emotional journeys, incorporating customer feedback, and fostering cross-departmental collaboration, businesses can elevate their CX strategies and deliver exceptional experiences that drive loyalty and growth.

The [full report](#) on the importance of redefining customer journey mapping can be found at the Kinetic CX website.

About Kinetic-CX

Kinetic CX is a boutique full service CX consultancy and design company. Kinetic CX specialises in CX transformation projects incorporating strategy, CX maturity assessments, roadmaps, journey redesign and CX activation. Kinetic CX is part of [Kinetic Consulting](#).

Website: <https://kineticcx.com>

UAE: Level 14, Boulevard Plaza Tower 1, Mohammed Bin Rashid Boulevard, Dubai, UAE

Australia: Level 10, 20 Martin Place Sydney NSW 2000

Joseph Tawfik

Kinetic CX

+971 4 455 8410

[email us here](#)

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