



the enterprise perspective on

CUSTOMER JOURNEY MAPPING.

Research Conducted in Partnership with Ascend2

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METHODOLOGY

Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing influencers and marketing research subscribers.

SURVEY RESPONDENTS

Role in the Company

Owner / Partner / C-Level	21%
VP / Director / Manager	63%
Non-Management Professional	16%

Primary Marketing & Sales Channel

B2B (Business-to-Business)	40%
B2C (Business-to-Consumer)	26%
B2B and B2C Equally	34%

the enterprise perspective on **CUSTOMER JOURNEY MAPPING.**

Providing an enjoyable customer experience means knowing who your customer is and where and how you can meet their needs. Customer journey mapping is a process that, when executed strategically, allows large companies to identify opportunities and deliver a better experience at scale.

But how are enterprise-level companies effectively implementing a customer journey mapping strategy?

To help you answer this question, Ansira in partnership with Ascend2 fielded the Customer Journey Mapping Survey.

This report, titled *The Enterprise Perspective on Customer Journey Mapping*, exclusively represents the opinions of marketers responding to the survey whose businesses have more than 50 employees. Nearly half (49%) of respondents work for companies with 50 to 500 employees, the remaining half (51%) work for companies with more than 500 employees. The survey results further demonstrate Ansira's belief that customer journey orchestration is one of the most valuable strategies for maximizing cross-channel engagement and conversion.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

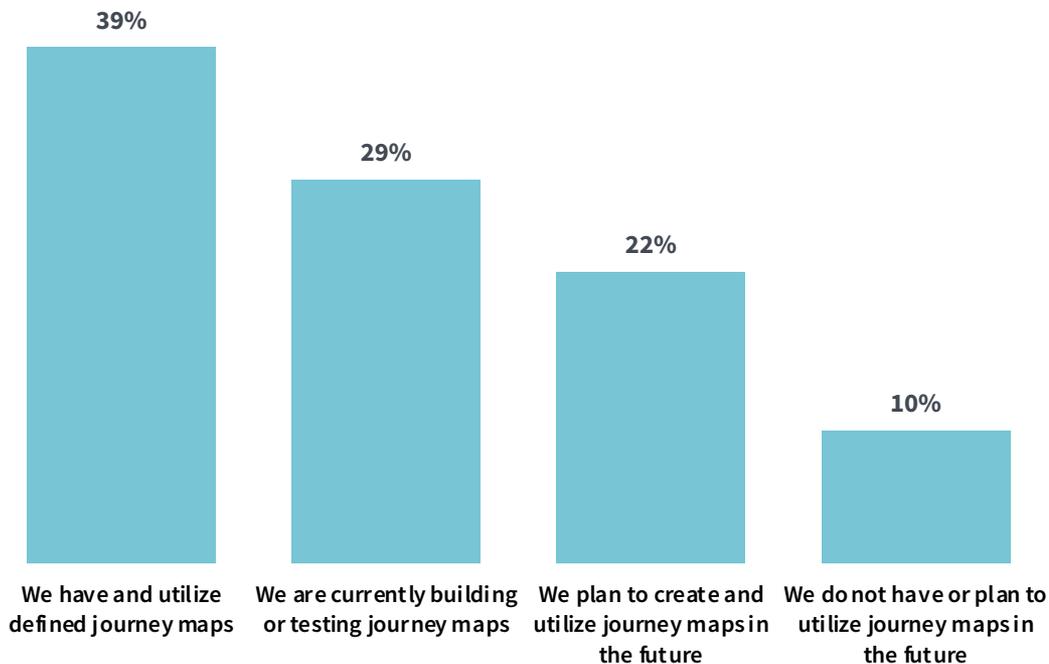
“Customer journey mapping can be a very effective tool on many levels of your company's path to improving customer experience. Having a realistic understanding of why and how they will be used upfront will ensure a better path for successful development and implementation. But across the board, ***your customer journeys should start and end with the needs of your customers.***”

- Kelly Jo Sands, EVP of Ansira Digital at Ansira

CURRENT STATUS

Customer journey mapping is widely adopted across larger companies. Over two-thirds (68%) of enterprise marketers report currently building out and testing their journey maps or are already operating with defined journey maps in place. Another 22% are planning to create journey maps in the future.

What is the CURRENT STATUS of your journey mapping strategy?



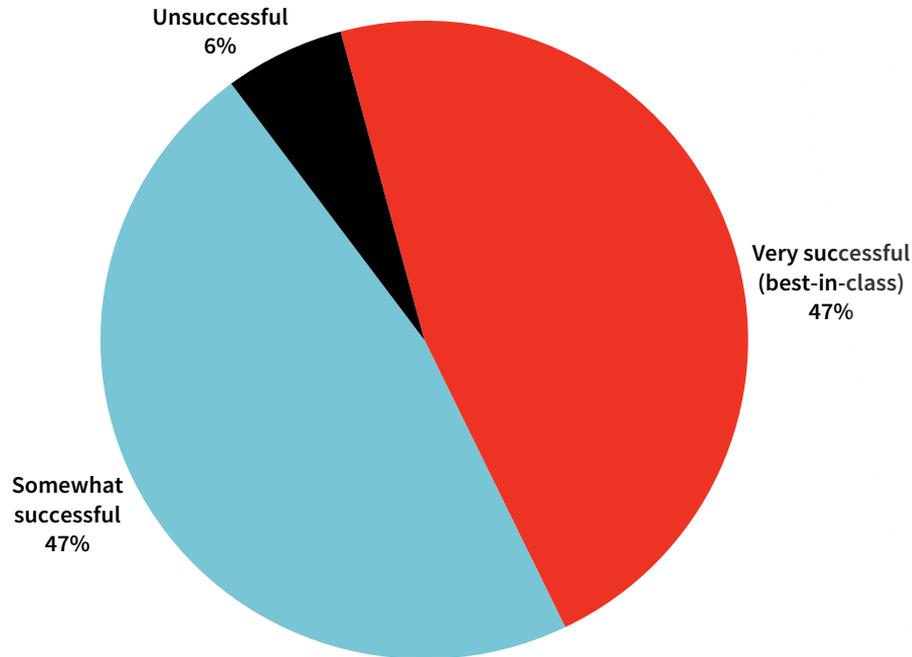
TIP

Your customers have inherent needs when they engage with your brand that are both functional and emotional. The best place to start documenting and gaining a baseline for how effectively your brand is meeting these basic needs and expectations is with mapping their journey.

STRATEGIC SUCCESS

A 94% majority of marketers at the enterprise level are seeing success to some extent from journey mapping. Nearly half (47%) of those surveyed would consider their customer journey mapping strategy to be very successful, or best-in-class, at achieving the goals set for it. Only 6% have not experienced any significant success from utilizing a journey-based approach.

How would you rate the overall SUCCESS of a customer journey mapping strategy at achieving the goals set for it?



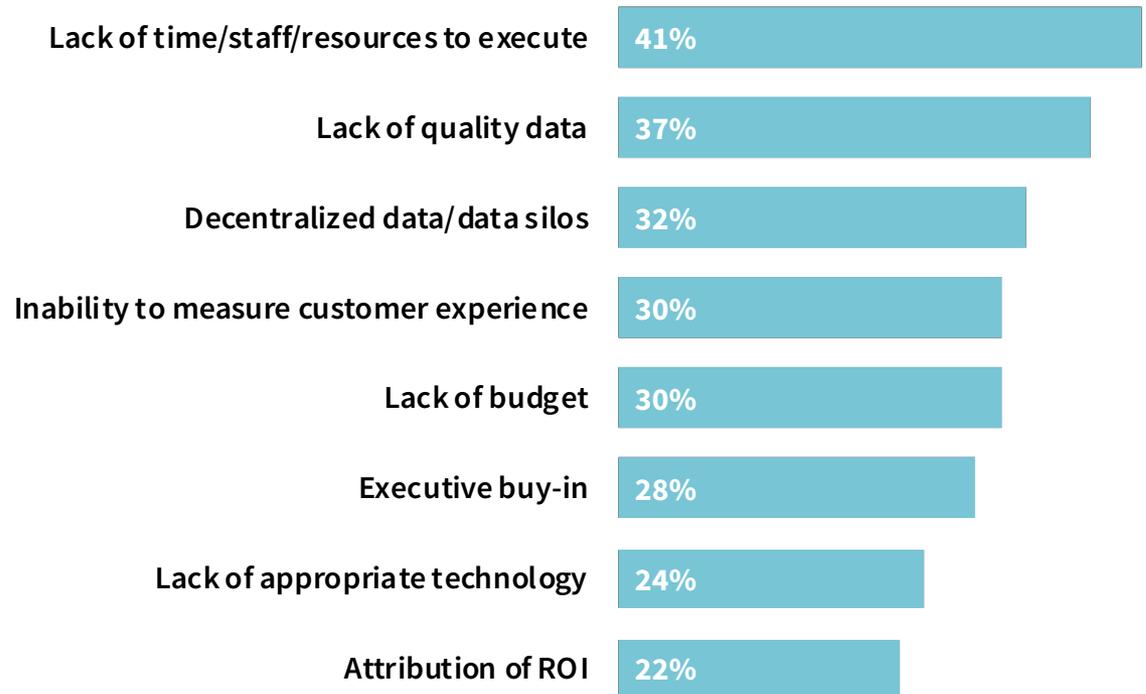
TIP

The most effective journey maps are those that encourage an enterprise view, bridging teams across the organization by reflecting the cross-department dependencies and inputs such as: data integrations, technology dependencies, communications and digital platform experiences.

BARRIERS TO SUCCESS

Enterprise marketers are finding it difficult to allocate time, staff and resources to executing a journey mapping strategy according to 41% of those surveyed. It is a major challenge to implement successful journeys without quality data, which is an issue that 37% of enterprises are facing as well.

What are the greatest BARRIERS TO SUCCESS for your journey mapping strategy?



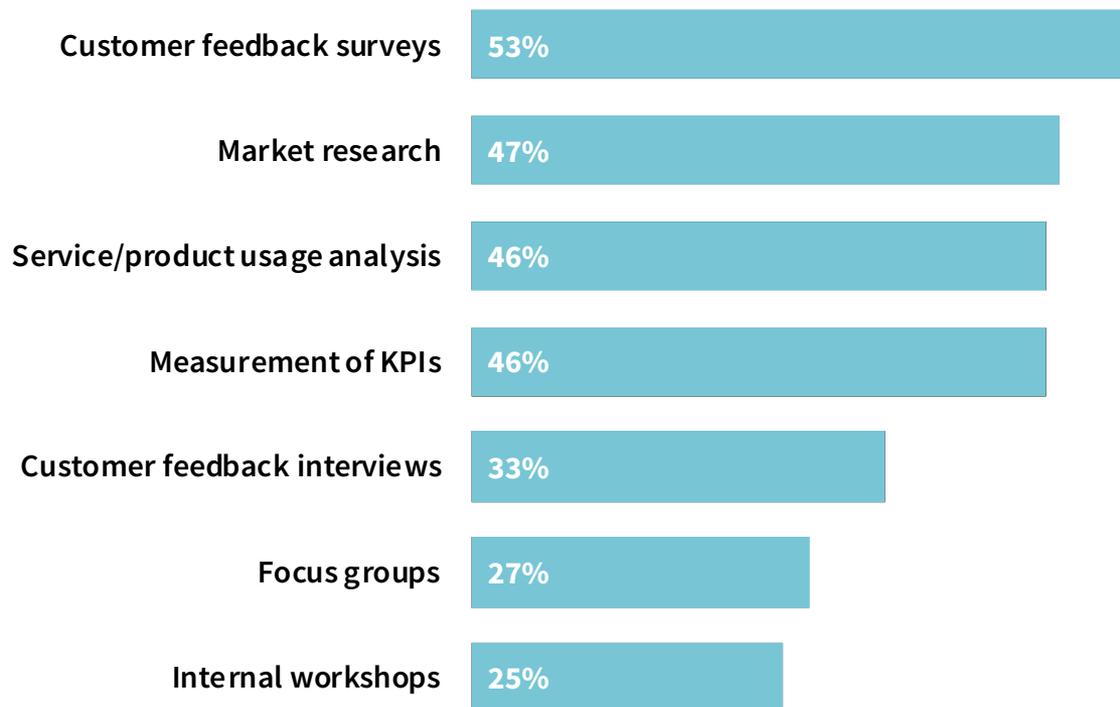
TIP

Having centralized first party customer data across the intersection of engagement and purchasing behaviors is table stakes. Without it, even the best marketing and data science technology can't understand, or much less act on, customer journey pathing.

DATA COLLECTION

Data, both analytical and assumptive, is the foundation of any successful journey mapping strategy. According to enterprise marketers, customer feedback surveys (53%) and market research (47%) are two most effective ways to collect data to build journey maps.

What is the most effective way to COLLECT DATA for the journey mapping process?

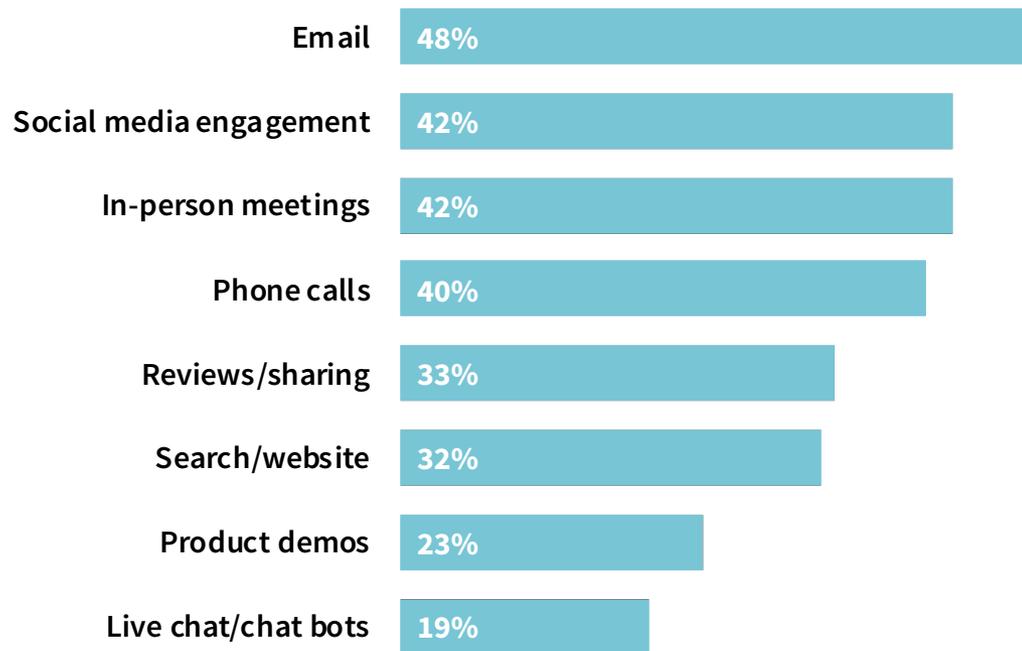


TIP

The most effective journeys are developed from the right balance of quantitative behavioral data and rich qualitative data. Once you've collected the right data, examine and interpret it, create a strategy, and get started with execution.

ACTIONABLE TOUCHPOINTS

What are the most ACTIONABLE TOUCHPOINTS in the customer journey?

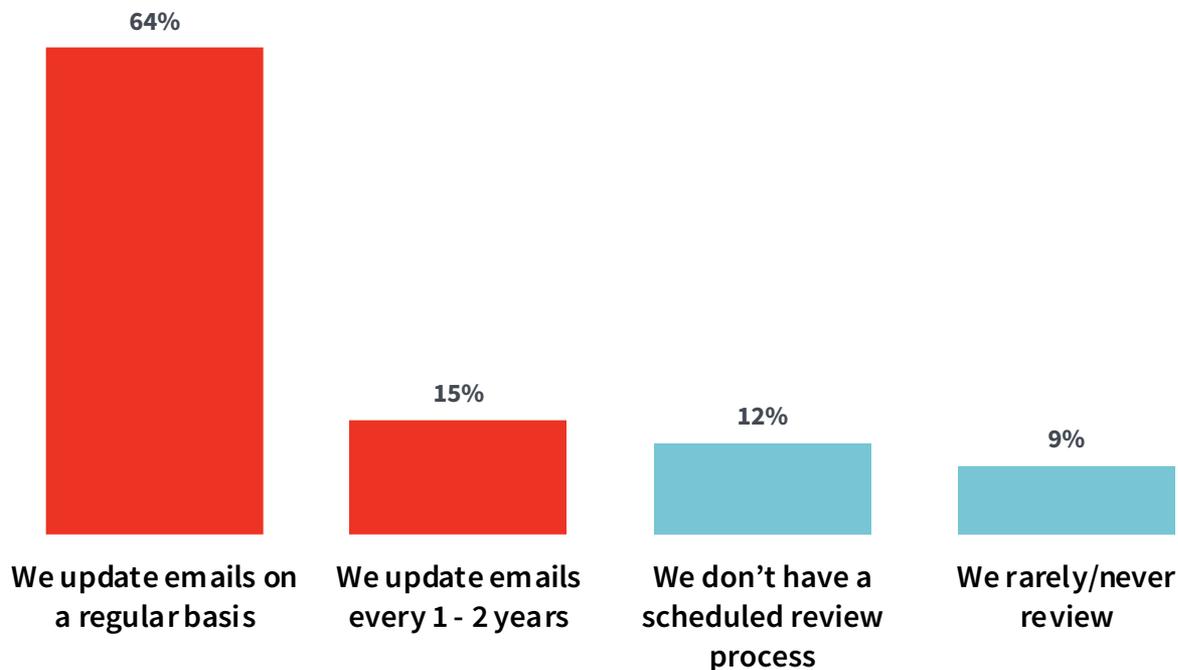


From first encounter to purchase, a person typically interacts with a brand many times through a variety of different channels. Each of these touchpoints is an opportunity for the customer to move closer to a desired outcome or action. Nearly half (48%) of enterprise marketers consider email to be a highly actionable touchpoint along the customer journey. Social media engagement and in-person meetings also rank high on the list of touchpoints considered to be most actionable by 42% of those surveyed.

EMAIL RE VIEW

With email being reported as the most actionable touchpoint for half of enterprise marketers, it is critical to keep the content and timing of emails relevant and valuable. Nearly two-thirds of enterprises are updating journey-related email campaigns on a regular basis. Only 9% report rarely, if ever, reviewing and updating emails.

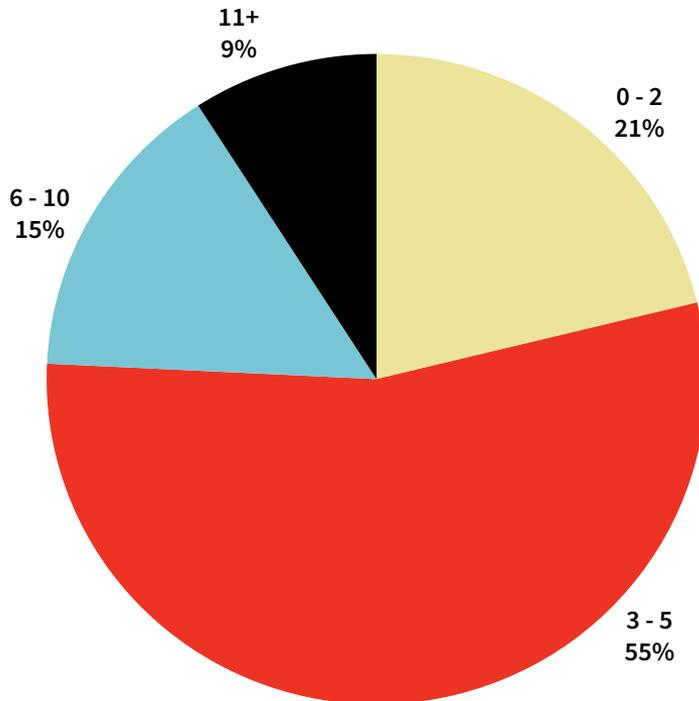
How often does your organization review and update journey-related email campaigns?



TIP

Email communications and the experience they support should be reviewed in line with all other touchpoints. Continuous efforts to ensure email communications are complementing and supporting other experiences are critical to a successful CX strategy.

How many defined JOURNEY MAPS does your organization have or plan to have?



TIP

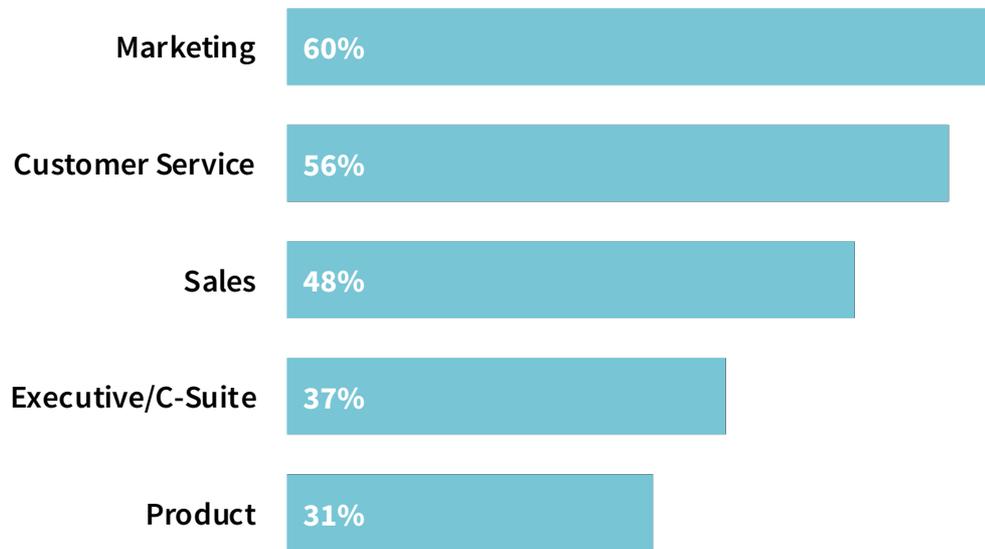
Customer journey maps are not a “one size fits all” strategic enterprise. They can be used in a variety of ways - from high-level, future state visioning to rally support by a north star, to detailed journeys identifying critical paths, dependencies and versioning to drive integrated delivery across teams.

NUMBER OF JOURNEY MAPS

For enterprises, journey mapping can be a complex and intricate process involving many variables. About one quarter (24%) of those surveyed report having six or more different journey maps serving as the foundation of their strategy. Over half (55%) say they fall in the range of having between three and five journey maps.

CROSS-DEPARTMENT INVOLVEMENT

Which DEPARTMENTS have critical involvement in the journey mapping process?



Creating a seamless customer experience should involve input from teams across an organization. A variety of perspective provides a well-rounded customer journey. For enterprises, it is important to identify key stakeholders from select departments. According to enterprises surveyed, marketing (60%), customer service (56%) and sales (48%) are critical to collect insight from during the customer journey mapping process.

ABOUT THE RESEARCH PARTNERS



An independent, global marketing technology and services firm, Ansira believes in transparent partnerships to meet clients where they are on their customer experience journey. Ansira designs relevant, persuasive experiences for all the right moments; strengthening relationships, cultivating brand loyalists, and assuring profitable client growth. Teams operating across the US, Europe, South Asia, and Oceania, arm brands and their channel sales ecosystems with digital offerings, channel partner marketing technology and services, and local marketing technology to make these experiences possible.

Learn more at [Ansira.com](https://www.ansira.com)



Marketing technology companies and digital marketing agencies partner with Ascend2 to supplement their marketing content, generate leads and engage prospects to drive demand through the middle of the funnel.

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