

From the first approach to the final purchase: **Optimizing the Customer Journey for SMEs and freelancers**

“Una manera de hacer Europa”

Fondo Europeo de Desarrollo Regional

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> The Customer Journey encompasses different **stages, touch points and customer emotions**. These stages are divided into **different moments** that are relevant. On the one hand, the moments of truth and, on the other hand, the **wow moments**.

[illegible]

The pillars of the Customer Journey: breakdown and significance

> The Customer Journey is a process that **encompasses multiple stages, touch points** between a customer and a company, and where the **customer's emotions** play a crucial role.



Awareness



Research



Consideration



Decision



After-sales

> The **stages are divided into moments**, which are usually between 3 and 5 per stage. There are different moments that are relevant:



Moments of truth



Wow moments

Profiling the ideal customer: the power of customer archotyping

> **Customer archotyping** is the **process of creating representations** of different types of customers **based on common data and characteristics**. This technique is valuable for Customer Journey design for the following reasons:



**Message
personalization**



**Customer
segmentation**



**Customer Journey
Optimization**



**Creation of relevant
experiences**

> Even though each client is different, there are certain prototypes of clients in the digital environment:

- The one who wants **everything done**
- The very **conservative**
- The very **analytical**
- The **impulsive**

The Customer Journey as a driver of success in SMEs

> Designing a good Customer Journey **provides multiple benefits** to improve customer satisfaction and business performance:



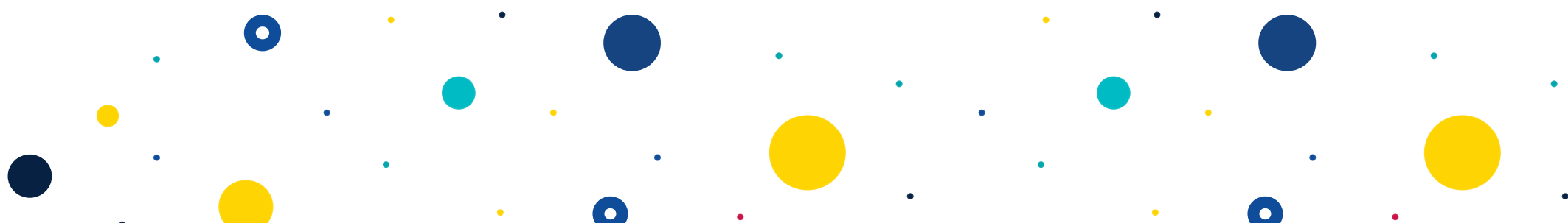
**Understanding the
customer**



Identify opportunities



Customer loyalty



Improving SME performance: a guide to outstanding customer experience



1. Research and analysis



2. Define customer archetypes



3. Establish objectives



4. Design a consistent experience



5. Implement improvements at each stage



6. Monitor and measure

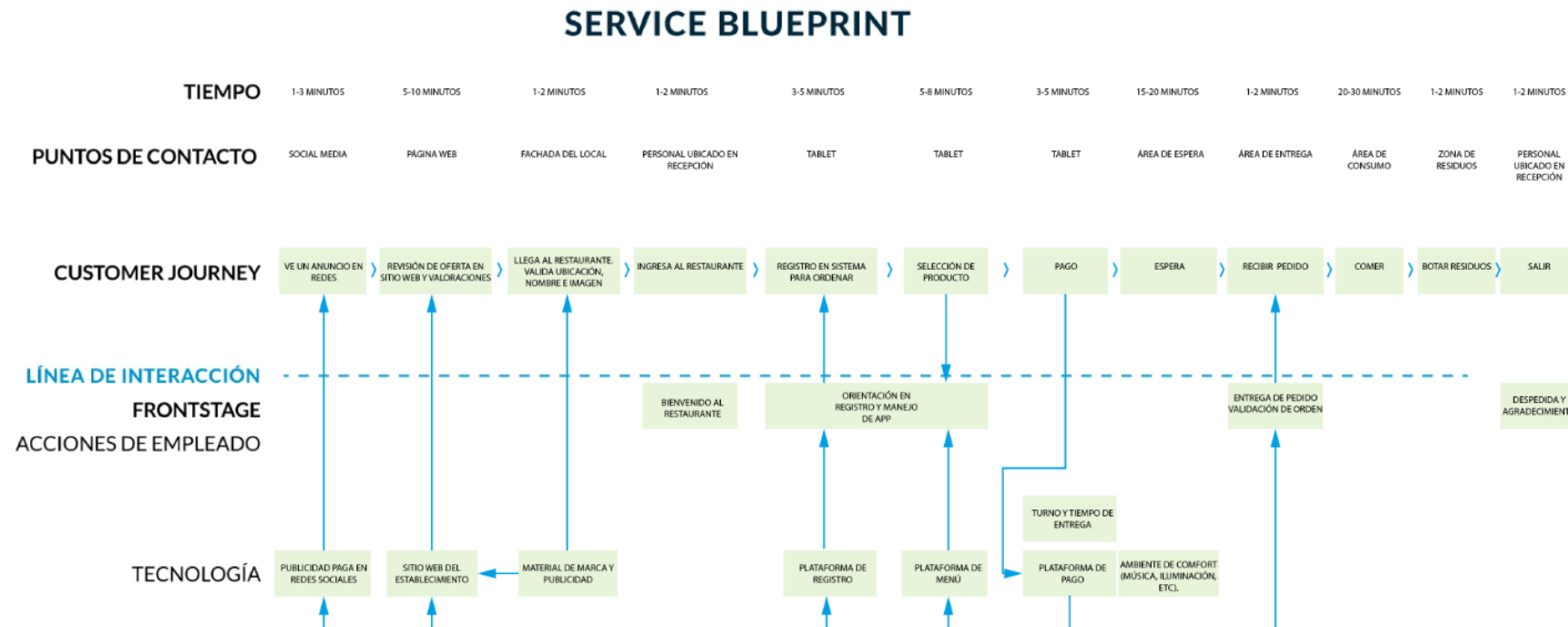


7. Ask for feedback



Experience maps or blueprints

> The **blueprint**, also known as an **experience map**, expands and **details each stage of the Customer Journey**, allowing companies to identify gaps and opportunities for improvement.



Source: Platzi.com

Designing the customer journey: Essential tools

> Customer Journey Mapping Tools



> Online surveys and forms



Typeform

> Web Analytics Platforms



> Chatbots and Virtual Assistants



> Social Media and Communication Platforms



LinkedIn



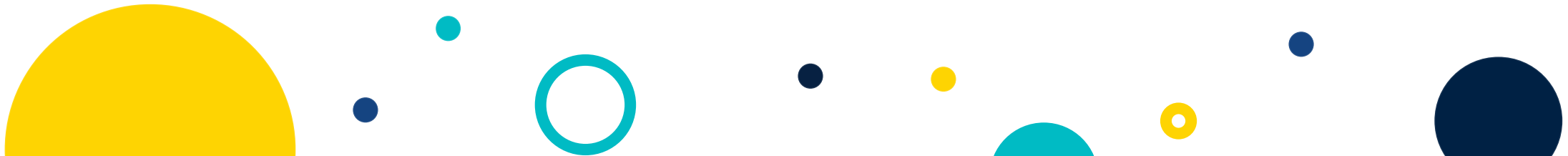
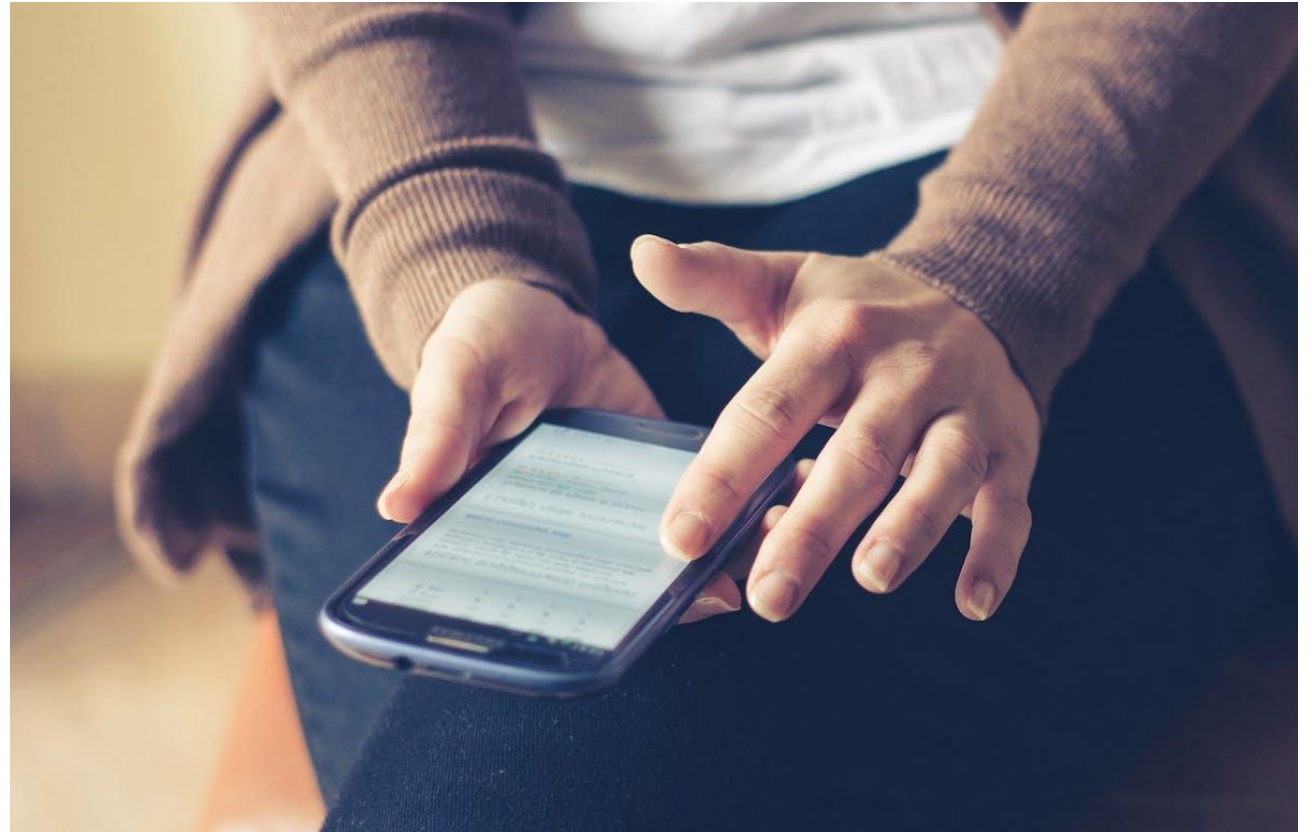
> Marketing automation



Conclusions

The Customer Journey has become a crucial element for small and medium-sized companies, as it **allows them to understand and refine their customers' experience** throughout their interaction with the brand. This generates benefits such as increased customer satisfaction and loyalty.

In short, the **Customer Journey is a fundamental strategic tool for SMEs and online freelancers**, as it improves the customer experience and ultimately increases business profitability.



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