The Customer Journey Canvas

PRE-SERVICE PERIOD

ADVERTISEMENT / PUBLIC RELATIONS
How is the service proposition communicated by the service provider?

SOCIAL MEDIA
Which pre-service information can people access through social media?

WORD-OF-MOUTH
What do friends, colleagues, and family actually communicate about the service and/or service provider?

PAST EXPERIENCES
Which experiences do people have with (similar) services and/or service providers?

SERVICE JOURNEY
Which touchpoints do customers experience during the service journey? Are there any critical incidents, i.e., touchpoints customers experience as especially good or bad?

SERVICE PERIOD

EXPERIENCES
What are the individual experiences customers have with the service and/or service provider during the service period?

SATISFACTION / DISSATISFACTION
Customers individually assess the service by comparing service expectations with their personal service experiences.

POST-SERVICE PERIOD

CUSTOMER RELATIONSHIP MANAGEMENT
How does the service provider follow-up with customers?

SOCIAL MEDIA
What do customers communicate about the service and/or service provider through social media?

WORD-OF-MOUTH
What do customers tell their friends, colleagues, and family about the service and/or service provider?

INFORMATION MANIPULATION

INFORMATION UTILIZATION

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