The Road to Customer Journey

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Abstract— **The twenty-first century is the flourished century with advanced digital technology. Marketing 4.0 is the new concept with customization through business model development that it is driven valued economy with innovation. It is a significant key for any brand to be present path to consumers' purchase journey. Across the stages of consumers' purchase journey, there are three stages as the following: pre- purchase, purchase and post- purchase. A marketer ought to understand each stage with deeply study consumer insight and consumer behavior in a wide range of information, consumer choices, consumer decision making process, their lifestyle, including the powerful influencers. A consumers' purchase journey map is the marketing tool created for explore options and work to build brand awareness in the right channel and time. There are many elements for customer satisfaction in product or service; understanding customer, serve customer as an individual focused on customer-centric, make customer engagement and participation, empower customer, bound customer with product or service and build accessible platforms.**

Keywords—**Customer Journey, Moment of Truth, Innovation, Engagement, Advocacy**

I. INTRODUCTION

At the beginning of the consumer journey, consumers have started think*i*ng about specific brand. The consumer journey means the sequence of events about customers go through to be perceived or learn about the brand, including whatever the companies' offerings. This paper aims to describe how an entrepreneur understand about consumer think and response. Whiles, consumer journey is stated that user's interaction with service provider [1]. [2] stated that consumer journey is perceived and experiences a service interface along the time axis. [3] created a design-science approach namely; customer journey framework (CJF) defined as a customer's interactions with service provider to achieve a specific goal, and used it as an intuitive metaphor for a customer's perspective of as service process. It is a sequence of consecutive touch point. [3] classified customer journey into 2 types as

TABLE I: Type of customer journey

Planned journey	Actual journey
Hypothetical journey reflecting the service delivery process (static state)	Individual journey that occurs during executions of a service (dynamic state)

Source: [3]

[4] also mentioned that as a series of interconnected touch point. [5] stated touch point that it often as a substitute for *"service encounter"*, which was introduced in the 1980s by [6]. [7] described touch point as *"moments of contact between the customer and the organization."* On the other hands, *"contact point"* [8] *"service event"* [9] and *"moment of truth"* [10], and *"service moment"* [4] appear as synonyms for touch point.

[3] distinct customer journey and touch point as the following are: Customer journey is the customer's interaction with a service provider to achieve a specific goal. Touch point is the instance of communication between customer and service provider.

TABLE II: Touch point attributes

Initiator	customer, service provider, or subcontractor
Time	when a touch point is encountered by customer
Channel	mediator of a touch point
Trace	content emerging as a result of a touch point

Source: [3]

Touch points with brand have multiples tools for public and individual communication through smart phone, social media, search engines, live chat, blog, reviewing you tube advertisement, Ted talk, or even webinar sponsoring. Content marketing is another one term of touch point that it can be the brand journalism to tell the story of brand by connecting between consumer and product or service.

However, we can mentioned that it's the first step to understand what and how consumer make decision, so the difficult strategies on the most influential touch point on consumer journey decision making. At the beginning of the consumer journey, consumer has started thinking about specific brand. Conventional journey maps typically are consumer awareness, consumer alternation, and consumer preference. As marketer gathers both internal and external data, he may be tempted to reach an individual consumer, however implementation ought to be viewed from huge demand and look for patterns because of economic of scale and obstacles reducing from less potential market.

Generally, there are 4 phases are initial consideration, active evaluation, purchase, and closure [11] whiles, [12] cited that new journey compassed consideration phase and shorten eliminates evaluate phase in case of loyalty customer. Somehow, [13] mentioned about *"Moment of Truth"* that the moment were focused on the emotion and needs of customer throughout the customer journey; pre-purchasing, purchased and post purchasing.

The zero moment of truth (ZMOT) is the concept that it occur between its stimulus via 5 senses and the first moment of though (FMOT) on search engine or social media, the study of Google research in 2011 found that 50% of shoppers used a search engine for information searching, 38% compared online shopping, 36% checked out the brands' websites, and 31% read reviewing. Therefore, ZMOT really has influenced toward the consumer decision making nowadays. Next step, the first moment of truth (FMOT) is the moment when the consumer has experienced with the brand, product, service in the store, or on the shelf. So point of sales (POS), pop up shelf, voice of seller, any outstanding sign, or any advertising media on the wall, online or even brand's website, etc. it is the fact that first moment of truth is the very important time for make decision on at that moment.

Further step, the second moment of truth (SMOT) is the time that the consumer purchased, used and consumed the product or service. SMOT can be the information provider to the ZMOT for future customers in term of social media, user guide, product or service FAQ, etc. In addition to the consumers' purchase journey, [14] described that marketer can created four interconnected capabilities are automation, proactive personalization, contextual interaction, and journey innovation. Each of interconnected capability has its own attribute and advantage; automation interconnected evolves from manual transaction to digital transaction such as ATM transaction, or drive thru delivery service, etc. Proactive personalization interconnected

capabilities mange information from existing experiences, or customer feedback to customize customer's experience either customer engage on app or customer response to a message. Contextual interaction, marketer will collect customers' previous information purchased for next transaction in term of size, last order, or even taste of consumer products, etc. Journey innovation interconnected capabilities occurs when active analysis of customer needs, high technology for maximized customer satisfaction.

Journey innovation can be the sample of Ryan airline stands for consistency in every step of check in, boarding, check out, no food or drink, no services, if the passengers would like to get low price always and focusing in its mission on time and safety all travel with Ryan airline, passenger can post any comments in website for public and any complaints, Ryan airline will apologize for explanations with any actions immediately for recovery in low cost airline commitment.

All four interconnected capabilities for customer purchase decision making ought to created valuable product and service through their journeys and surrounding touch point. Author agreed with [15] stated this motto *"walk in the customer's shoes"* that it is emphasized on customer- centric perspective on business. Customer journey is visual representations of touch point in every step: pre – while - post customer purchase through these marketing tools with social media and digital influencers. How brand can connect consumer through a day in store (show rooming), word of mouth and how much consumer embraced social media in daily life, online (web rooming), including powerful electronics word of mouth.

After consumers' purchase journey, all marketers have used mapping as distinct from consumer expectation close or fulfill to consumer perception in order to purchase and repurchase finally. Usually, marketer studies customer post purchase experiences, after –sales service can inspires loyalty and focus on touch points both online and offline. It will require entirely marketing efforts to drive actively customer repurchased. Some customers do not respond immediate, if seller communicates with e-mail, TV, direct mail namely; asynchronous interaction) on the other hands, some customers can respond or engage with sellers, if seller communicates in real time or press like and share or post comment namely; synchronous interaction. [16] Anyway, asynchronous interaction provides feedback without instant response, whiles synchronous interaction expects to gain recovery or any action for better performances as soon as possible, and it is also diffusion for public with judgments in digital age. To achieve this, each customer has his own expectation, marketers ought to understand the individual own journey in decision making process and influencers as well. Similarly, to the third moment of truth (TMOT) is the moment of advocacy, or after the experience. [13] The marketer ought to stimulate the satisfied customer shares his good or delighted experiences for others through any channels. Feedback or advocacy from one customer to others can create customer community leads to customer loyalty.

Post purchased evaluation

The capability of entrepreneur to analyze the gap between customer's expectation (before purchasing) of what they expect and customer's perception (after purchasing) of what they actually experience. [17] mentioned that realized experiences reflect the customer's subjective perceptions and interpretations of these designed surroundings.

If the customers' expectation is more than customer's perception, it will lead to customer dissatisfaction. If the customers' expectation is equal to customer's perception, it will lead to customer satisfaction, but if the customers' expectation is less than customer's perception, it will lead to customer delighted. However, there are many catalysts for repurchasing, or much more purchasing, these marketing tools are incentives; rewarding, posting and sharing, discounting, free of charging, or sampling, confidence in brand building such as high quality of product or service providing, positive attitude purchasing, after sales service, etc.

Key success factors of consumers' journey

Customer journey is the entire process that the customer goes through in all marketing activities and an individual encounters the store including the touch points refer to the point of contact where customer interact with the brand. The consumer journey is inherently interested today. Customer decision making challenging of entrepreneur capability reflects the product or service design, marketing plan, business model, with digital platform in communication via social media, electronics word of mouth, or even influencers around the environmental business in all moments; before, during consumer decision or post attitude purchasing.
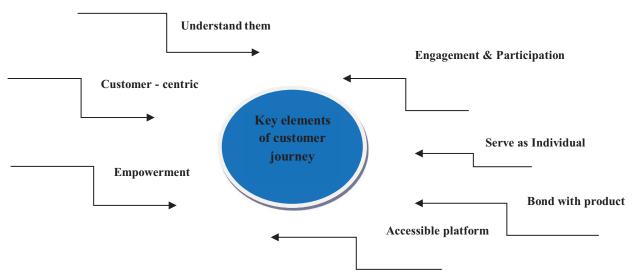

Fig. 1 Key success factors of consumers' journey

From figure1 indicates many elements to amplified consumer happiness in your brand as the following are

A. Understanding customer

Understanding customer is described as the first step to stimuli customer participates with business activities that's understanding them what they want, how to be customer solution and individual consultant, and then study how to make product or service different from competitors. Listening voice of consumer is often used to the key for understanding them because voice of customer stands for customer expectation, customer perception, including customer feedback, etc. It helps to guide marketing strategy that it identifies the key success or measures for flexible and prompt responsiveness. Usually, voice of customer can happened in pre-purchasing, purchasing, and post-purchasing. Shortly, there are numerous touch point attributes instance of direct contact to customers through wireless mobile device, online (click and mortar), physical store (brick and mortar), employees, etc that occur in pre-purchasing, purchasing, and post-purchasing. Thus, the marketers ought to be cautious in the standardized product quality, service quality and service valued. [18] mentioned that the perceived quality based on the customers' satisfaction.

B. Serve customer as an individual

Initially, it is necessary to make the marketing communication and product, or service as an individual order. In practically, it seems quite difficult to act this way, but it should be recognized in organizational culture, motto, or attempt to build environmental context, serve every consumer as the special guest. Although there are many tools disperse the message in digital platform through many media such as webpage, wireless mobile device, and smart phone, it is still the channel can access easily and powerful direct communication in term of call to order, post comment, or express feeling, etc. Make your consumer as a very important person on his demand 24/7 prompt services.

C. Focused on customer – centric

Customer - centric is the key.

Principle of marketing for doing business today. [19] describes the characteristics of customer – centric as the following: customer needs is the root of every marketing activities by focusing on the customer valued and individual requirements, high cost in customer service in order to retain customer loyalty, enhance in sustainable customer relationship management with the powerful of big data, and to be recognized in how is importance of customer engagement, customer partnership, customer co-operative, and customer consultant in product and service design and development, communication channel, or even 4Ps marketing mix.

Pre-purchasing stage; what the customer expect in product/service. The market should understand the customers' expectation by selecting touch points that it has influencing during his purchasing decision making. Post-purchasing; once consumer has consumed the products or services, how's about his perception? It measures actual experiences with expectation. As mentioned, human expectation is quite complicated and dynamics, it is not static; therefore, the market needs to keep maintaining the high standard of product or service.

D. Make customer engagement and participation

Customer engagement is the emotional connection between a customer and a brand. It analyze data from every customer touch point, allowing to understand the relationship between highly engaged customers buy more, promote more, and demonstrate more loyalty. [20] Shortly, it is the result of positive customer experiences. However, how to motivate customer engage in business, there is no equation to success. Absolutely, sincerity is the basic for all strategies with focusing on reward, quick response with empathy and simplicity in dealings with customers are a must for all customer engagement activities.

There are many strategies to push the customers participate in marketing activities such as sales promotion, incentives, stimulus- response theory (S-R theory), or motivation with black box buyer model, etc. Customer engagement and participation is the powerful influencers to tell the business story in product –service advantage, or business model determinant, product design, service improvement, promotion strategies by sharing the feeling, posting the comment, or living with others.

E. Empower customer

Customer empowerment is the ability of a customer *to make good choices and effectively use financial services. It also means that customers have a voice to ensure services meet their needs, assert their rights and find effective recourse when things go wrong.* [21]. The power belongs to customer. Providing the rights to the customer in the customer journey since selecting in various brands, compare in details before making decision, during his purchasing with free wifi service around the store area, or post purchasing service in guarantee, return policy, share customer, post and comment in public. According to the digital age which is fuelled by the widespread adoption of cloud, social media, and smart phone, mobile device wireless technologies influenced customers can access to data, choices, and opportunities to broadcast information, comment widely, than ever before. They know better what they want than ever before because of digital channels, social connections and content.

Customer empowerment can create product differentiation from product standard because the voice of customers identify other side of the problems, the result of actual performances that it can lead to the new products, new ideas that it can expand to new group of customer as well.

F. Bond customer with product or service

Offering the unique benefit of each product or service, it is the imperative to show that multiple choices of consumer decision making can create from your distinctive product or service providing. It would be significantly greater satisfied from interacting through wireless devices, smart phone, journey, daily life activities, or transportation with valued product or service performances in term of saving time, saving money, quality of life better, or even welfare in a society. If an entrepreneur can bond these transactions, consumers will touch and always memorably absorb product or service in your brand. For example, IKEA creates one shopping experiences in self-service area, pick up area, kids' playfield, canteen, installation arrangement, and DIY shopping in IKEA store.

G. Build accessible platforms

The decision whether to purchase should be made by consumer, and how they interact with their payment, channel for product receiving, or returning, etc. These elements are very challenging to design the business model, including the flexible platform for business running in digital age. Not only consumer buys in store, but also consumer shops online, and Omni channel is very increasingly in the marketplace. Nevertheless, the entrepreneur has to aware of this opportunity for growth and increased profitability and the prospective consumer retaining with the new consumer expansion as well. The effort to make the consume journey success may be well be worthwhile.

DISCUSSION

The internet and IT radically change human behavior; the technology accelerates in production, marketing, logistic, and other industries. As marketers, they have to advocate consumer behavior in every moment, understanding in consumer journey provides a useful tool for thinking and anticipating about consumer decision making, moreover, they should be the good advisors to support a well - informed content in the right situation with customized channel. However, it would not be statistic formula for stimulus and response theory (S-R theory), life styles is changing, technology is developed, and selection and preferences are seamless experiences shopping, the best price is based on customer satisfaction, arduous competitive globalization, finally, the survival business is the flexible brand with consumer partnership. Creating s successful business requires a different set of skills and harnesses the competencies to serve the customer empowerment and advocacy.

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