

User Experience and Customer Journey

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Introduction

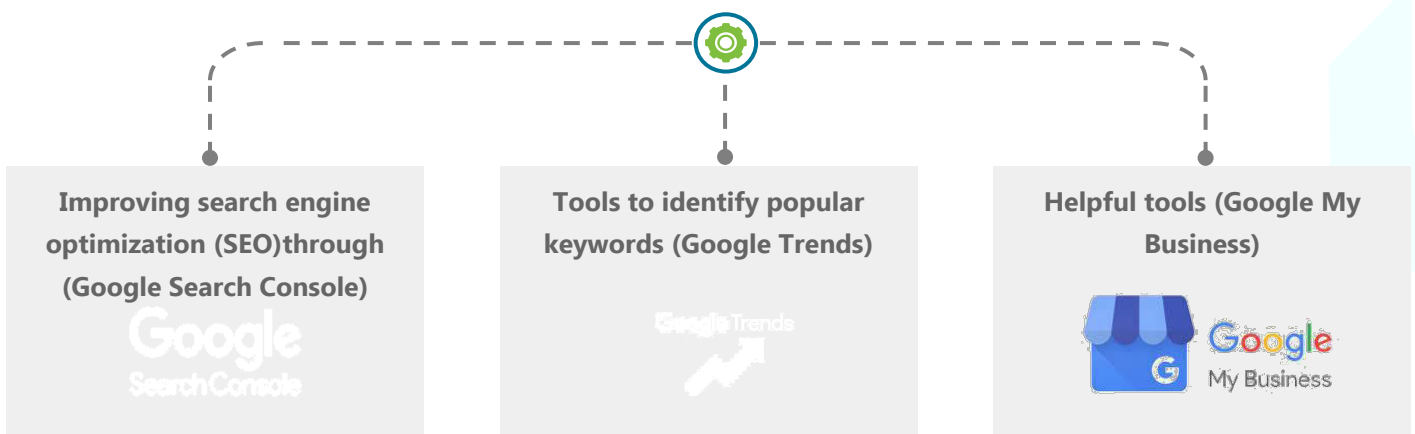
Customer satisfaction, or lack thereof, in the experience of a product or service is one of the important factors in maintaining the growth and profitability of a business, as well as the ability to retain customers and their satisfaction. In simple terms, Customer Experience (CX) is the customer's rational, physical, and emotional perception of a business's parts, services, and products. This guide aims to design a high-quality user experience for a business, whether it is a restaurant, an online application, or a store, using easy and effective methods, while providing tools to measure and analyze its performance.

Developing customer base through:

Customer Acquisition

01

Primarily focused on marketing, such as communicating with potential customers and attracting them through targeted messages, which includes identifying potential customers, commercial advertisements, designing and implementing marketing strategies, and more.



Customer Retention

02

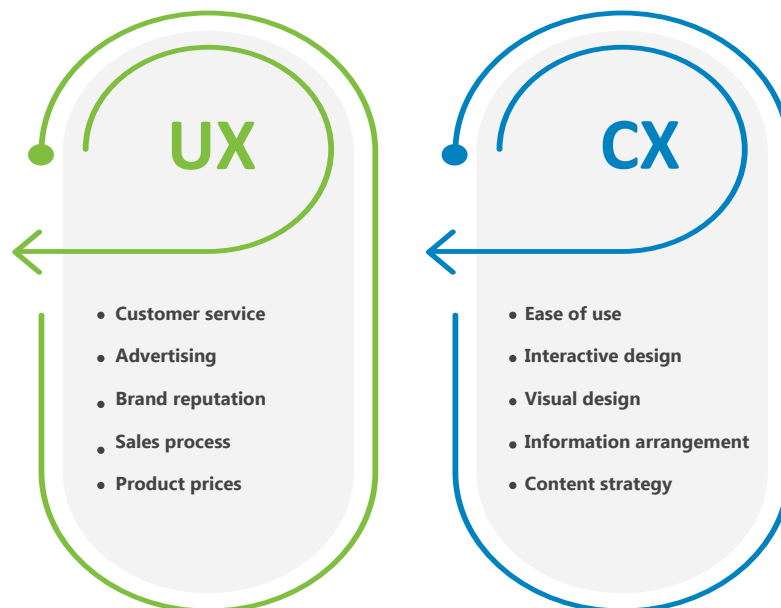
Enhancing the relationship with current customers to ensure continuity in using the products and services provided by the company, relying on technological tools for customer management (CRM), which includes customer service, product and service quality, creating a suitable environment for customers, loyalty programs and more.

Managing Customer Experiences

As a business leader, it is imperative to develop your establishment's customer base and ensure that you do not lose current customers as they are the essential element of the establishment's success and continuity. This is done through managing the relationship between the establishment and the customer over time. This relationship consists of three parts: the customer journey, the brand touchpoints that the customer interacts with, and the environments the customer experiences (including the digital environment).

Customer Experience (CX): Refers to a set of touchpoints and interactions the customer has with the establishment and the brand across different marketing channels.

User Experience (UX): Refers to a person's feelings about using a particular product, system, or service. It is part of the customer experience.



It is crucial to understand that user experience can be categorized into distinct models. Familiarizing yourself with these models is essential to effectively address users' needs. The following models encompass different dimensions of user experience:



Sensory Model:

Hearing, sight, touch, smell, taste.



Emotional Model:

Did it make me feel happy?
Did it create a memorable experience worth sharing?

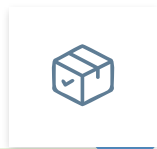


Rational Model:

Did it help me accomplish my objective?
Was it valuable?

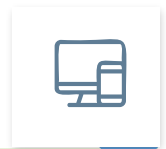
Managing Customer Experiences

Here are some examples of simple qualities that can lead to customer loss due to a poor user experience:



Stores

Poor customer service or untrained staff.



Applications or websites

If the browser is slow or not functioning properly, it leads to the following:

90% of users will stop using the application due to poor performance

53% of mobile users will leave the program if the page is not loaded within 3 seconds

Conversely, implementing a better user experience in your establishment will result in:

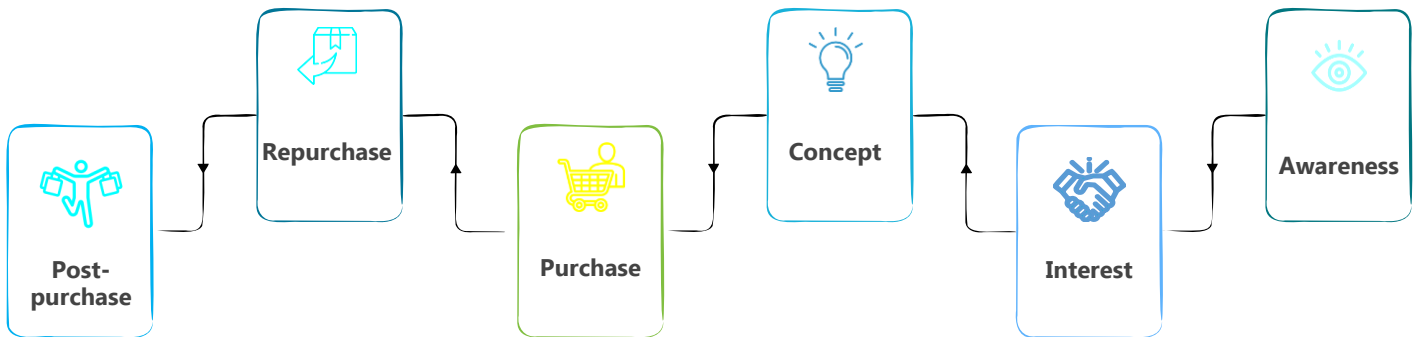


Currently, customer experience has become a key differentiating factor for brands, surpassing price and the product itself.

Designing Better User Experience

The first step as an entrepreneur in improving customer experience is to understand the steps that the customer goes through when interacting with your company, whether it's a product, an online experience, or a service. This means understanding everything that happens during the customer journey, from initial contact with your establishment to post-purchase or service completion.

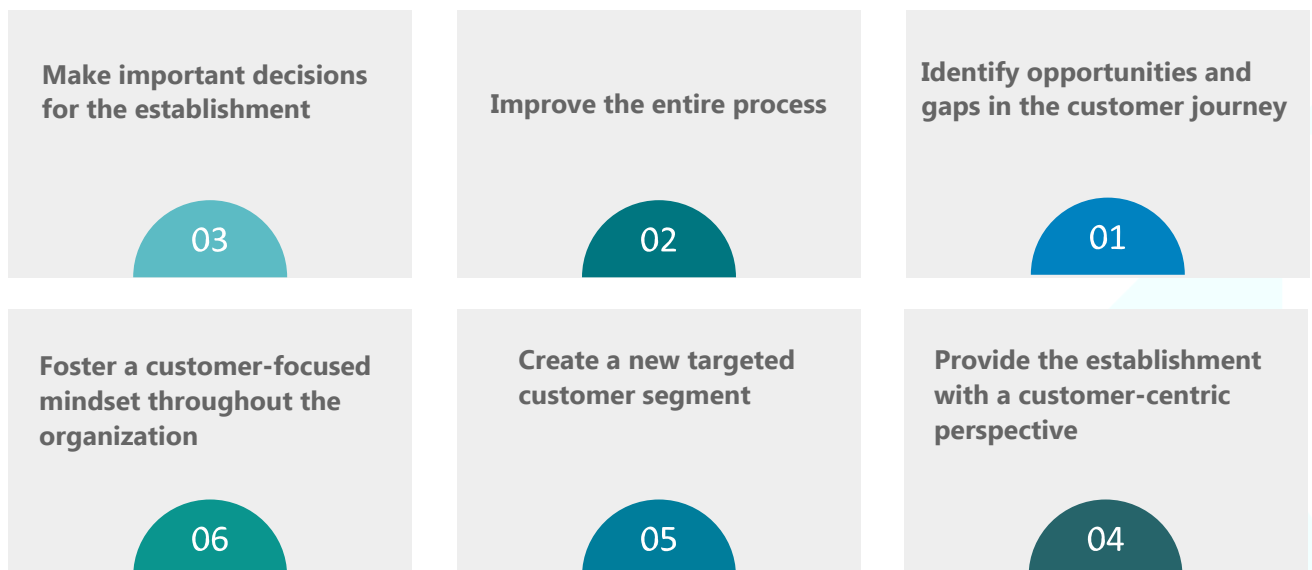
Understanding the customer buying journey:



Customer Journey Map

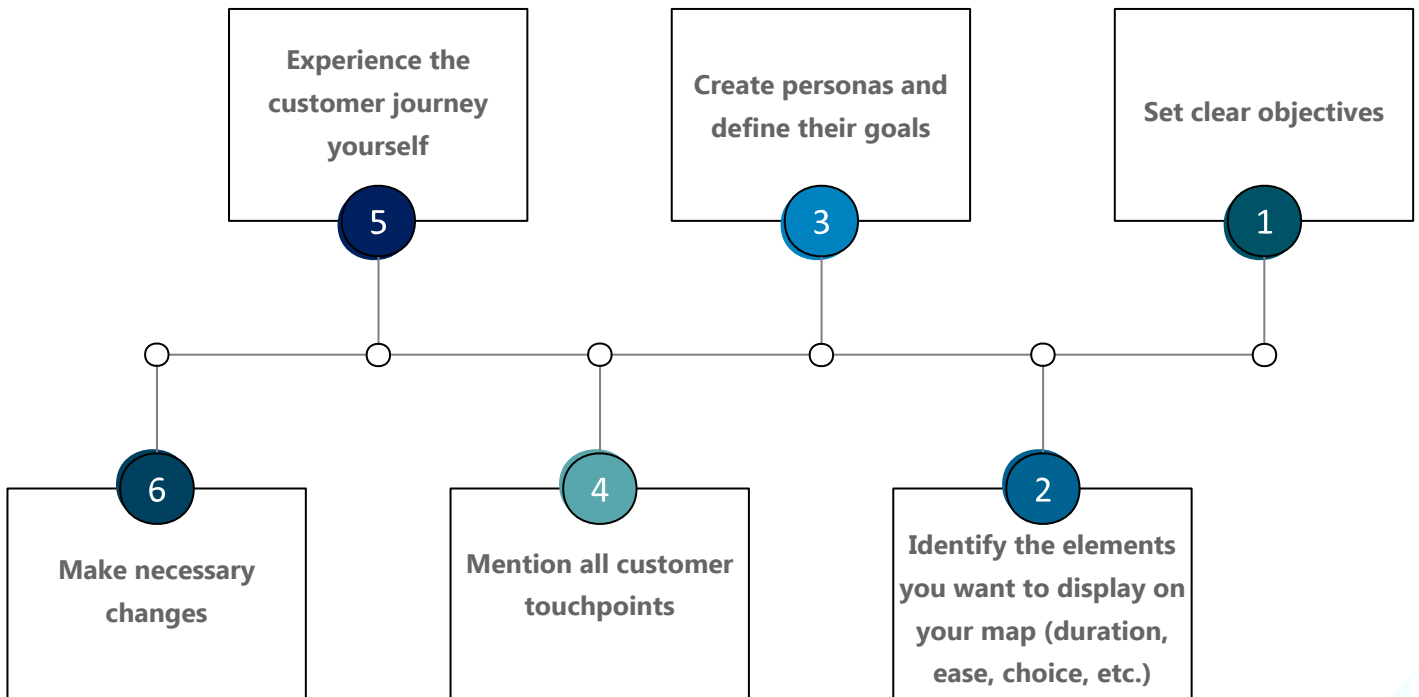
A customer journey map is a visual representation of the customer's (or potential customer's) experience to achieve their goal with your establishment, along with their emotional state at each stage. Through a customer journey map, you can identify details such as customer motivations, needs, and the challenges they face.

Benefits of a customer journey map:



Customer Journey Map

How to create a Customer Journey Map:



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