



# **CUSTOMER JOURNEY MAPPING FOR TOURISM & DESTINATION MARKETING**

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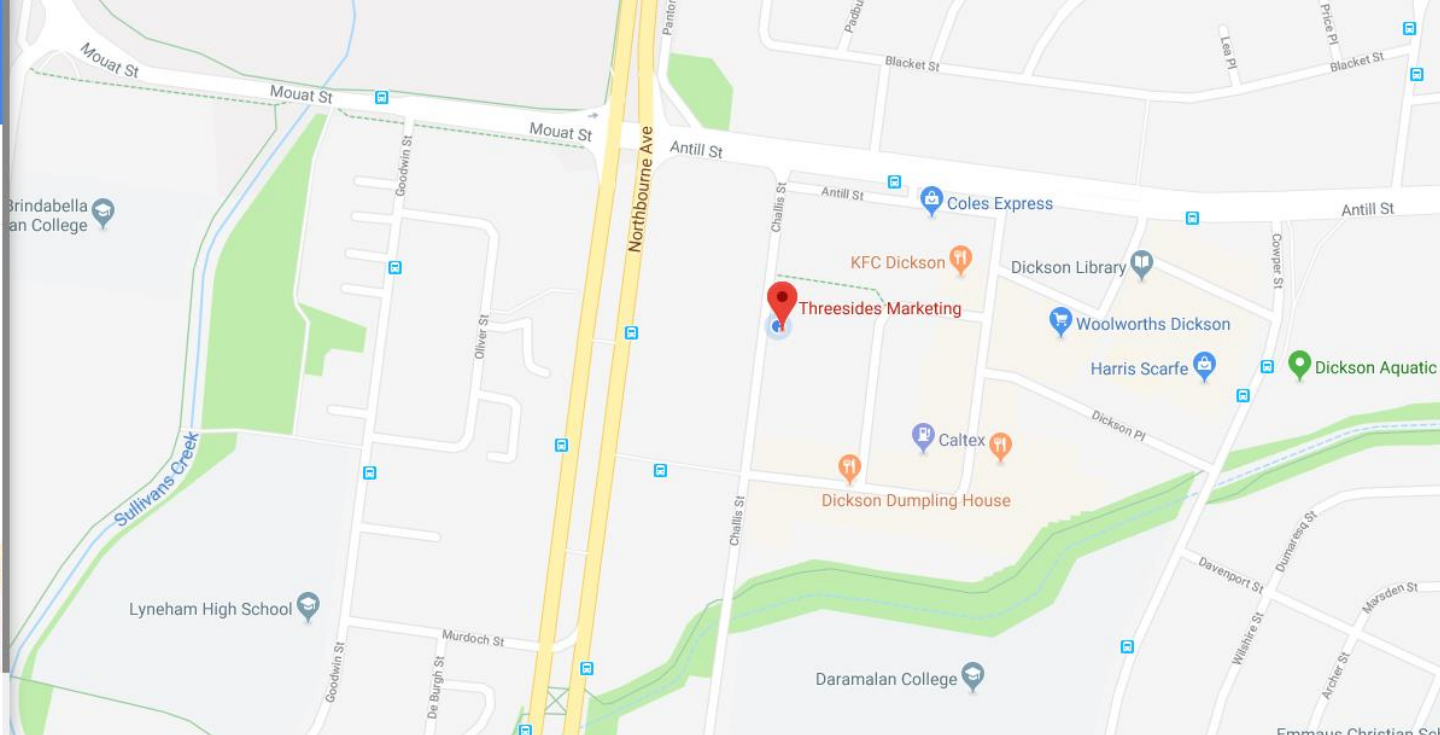
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We help these tourism businesses with their marketing:

**Snow Victoria**

**VisitCanberra**

**Yass Valley Tourism**

**Destination Southern Highlands – Pie Time**

**Goulburn Mulwaree Council**

**Destination Southern NSW**

**Capital Region Farmers Market**

**East Hotel**

**Roundhouse Hotels**

**Old Bus Depot Markets**

**Eurobodalla Coast Tourism**

**Canberra Region Joint Organisation**

**Mapping out and  
planning the journey  
from discovery to a long  
term, loyal customer.**

# Let's start from the beginning...



1

**What**

is customer  
journey  
mapping?



2

**Who**

should do  
customer  
journey  
mapping?



3

**When**

should you do  
customer  
journey  
mapping?

And the big  
question...  
**why** would you  
do customer  
journey  
mapping?



# The why:

- Better understanding of your customer = better marketing = more sales.
- Improved customer understanding through all touchpoints within your business.
- Allows you to see your organisation from a customer's perspective rather than from a company's perspective
- Breaks down silos in your vision between all touchpoints including customer service, sales and marketing.







# Start with your data to design an accurate customer journey map

**Staff & stakeholders:** engage all levels of staff in understanding the customer journey from different perspectives - get their understanding of touch points

**Google Analytics:** how did people find your website, i.e. direct, social, AdWords, organic search? What did they click on to get there?

**Customer feedback:** Net promoter scores, online reviews, social media sentiment, in person comments

**Booking data:** Point of sales system, online bookings information, foot traffic analysis

**Research:** VisitCanberra tourism segments, Census data, Tourism Research Australia, conduct your own third party research

**Who *is*  
your  
customer?**



# Get personal with your persona

Phil

<b>Demographics:</b> Age, family status, location, education etc	
<b>Job title:</b>	
<b>Needs &amp; motivations:</b> What does he specifically need and want to know to purchase/book?	
<b>Frustrations:</b> What would stop him from purchasing or booking?	



# Example persona: Atira Student Living



Kim Osborne

DOMESTIC FIRST-YEAR STUDENT

"I'm both excited and a little anxious about starting uni. It is a little scary to be away from mum and dad but I'm looking forward to making new friends and starting my course"

 19 YEARS OLD

 FEMALE

 AUSTRALIA

 UNDERGRADUATE

## BIO

Kim is a 19 year old female student who is about to begin studying a Bachelor of Arts at a university interstate. She is looking forward to embarking on the next stage of her life, setting herself up for a rewarding career and meeting new people from all over the world. At the same time, leaving behind her friends and family feels a little daunting.

Kim prefers spending money on experiences over material possessions. She is attached to her smartphone, loves connecting with friends on social media, listening to the latest music and one day plans to travel overseas.

Her ideal place to stay would provide opportunities for fun and socialising whilst giving her some support as she adapts to living out of home.

## GOALS

- To start the next chapter of her life at university
- To meet new people and make friends
- To have fun whilst still succeeding at her studies

## MOTIVATIONS

PRICE

COMFORT

CONVENIENCE

SOCIAL

STUDY

SECURITY

## INTERESTS

- Travel and learning new cultures
- Collecting experiences
- Connecting via social media
- Music and movies
- Meeting new people

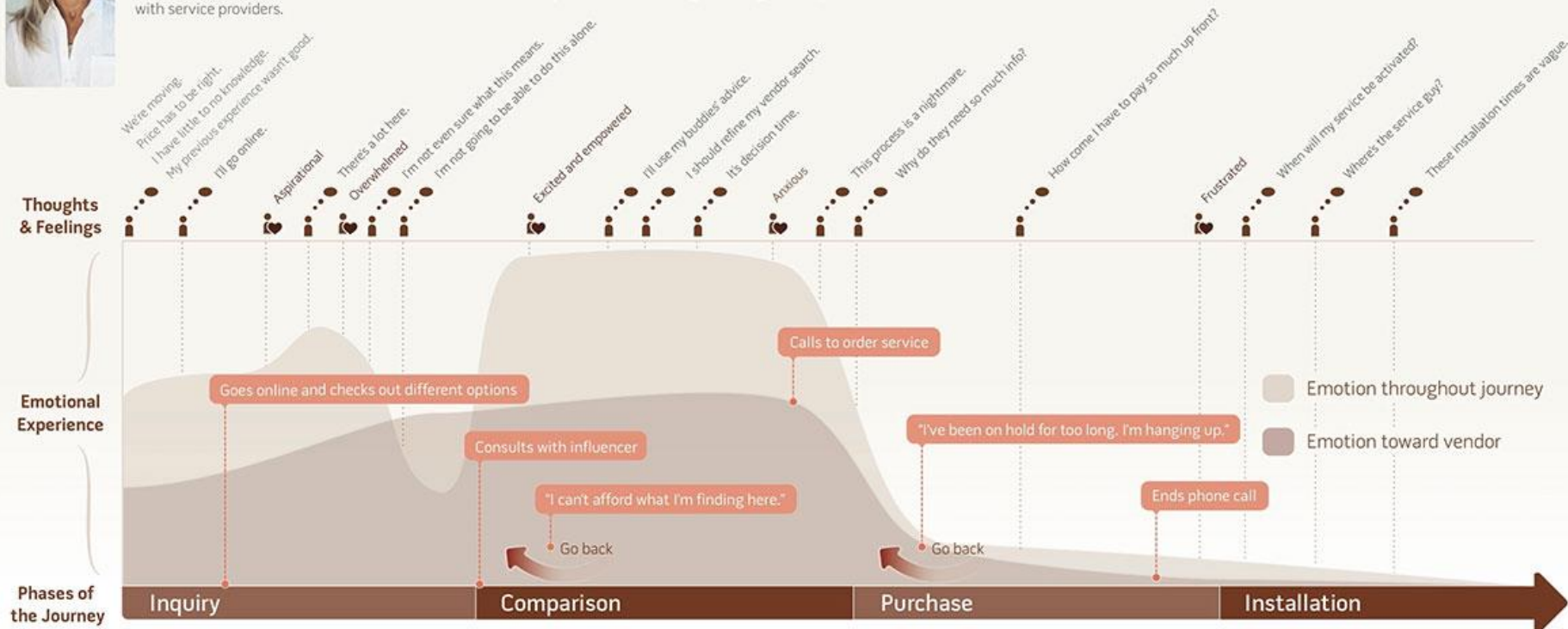
# Quick and dirty customer journey mapping





## Sarah's Broadband Provider Journey

Sarah is moving her family of three. She knows she's going to need phone and Internet service. The effective and contextual factors that will affect Sarah's choice in broadband vendors are price, and her existing knowledge of and previous experience with service providers.



### Description

The Inquiry phase features the reasons people are shopping around for new service. These are usually related to moving and relocation, an upgrade to existing service or hunting down new deals. Moving is the biggest reason.

### Recommendations

Design homepages with separate, targeted call-out areas lying above the fold, tailored for residential and tech-savvy customers. Internal product areas should include basic plain-English product descriptions and large price points with a clear call to action. Bullet points should include keywords that summarize options and features typically found in product datasheets.

### Description

The potential customer comes into the Comparison phase usually armed with the right info and tech jargon and is looking for the lowest cost. Customers tend to be brand agnostic. If they can't find the right price or the right services, they may leave and go back to Inquiry.

### Recommendations

Use IP location services to geo-locate customers – removing the current service address roadblock. This allows users to configure services before adding them to the cart and reflects bundled price discounts in a clear and obvious manner.

### Description

The Purchase phase involves the provider requiring quite a bit of personal info. The order flow tends to be complex, and the process can be all over the map. There is a sense of delayed gratification – waiting on service installation and activation.

### Recommendations

Reduce the amount of information required by streamlining and improving any areas that contain form fields, using industry best practices. Work on setting expectations for the Installation phase with phone customer service reps to improve the overall experience with your brand.

### Description

The Installation phase is the handoff from customer service to the installer. There are usually scheduling conflicts among all parties involved. This phase can be somewhat painful for the customer in dealing with the installer.

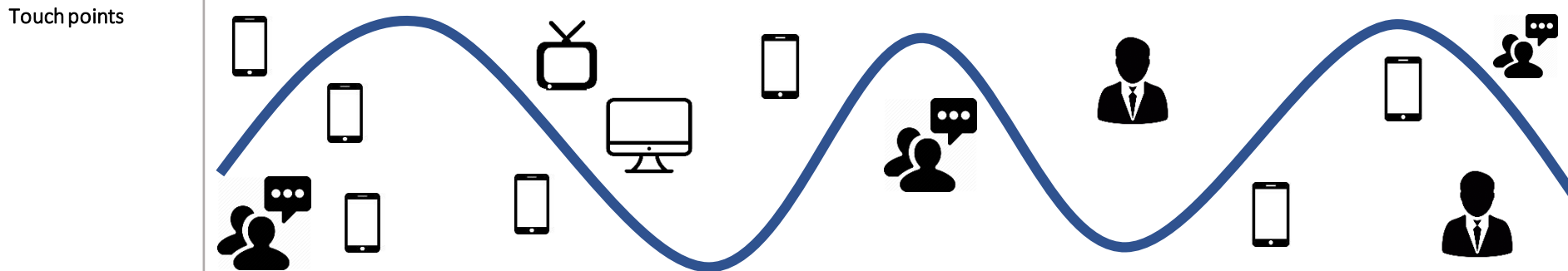
### Recommendations

Many factors converge to make this phase of the customer journey unpleasant. Providing accurate arrival times, courteous technicians and clear instruction materials during Installation can help alleviate the negative experience in this phase. Also, consider having leave-behind customer comment cards so customers feel empowered to give feedback into the process.



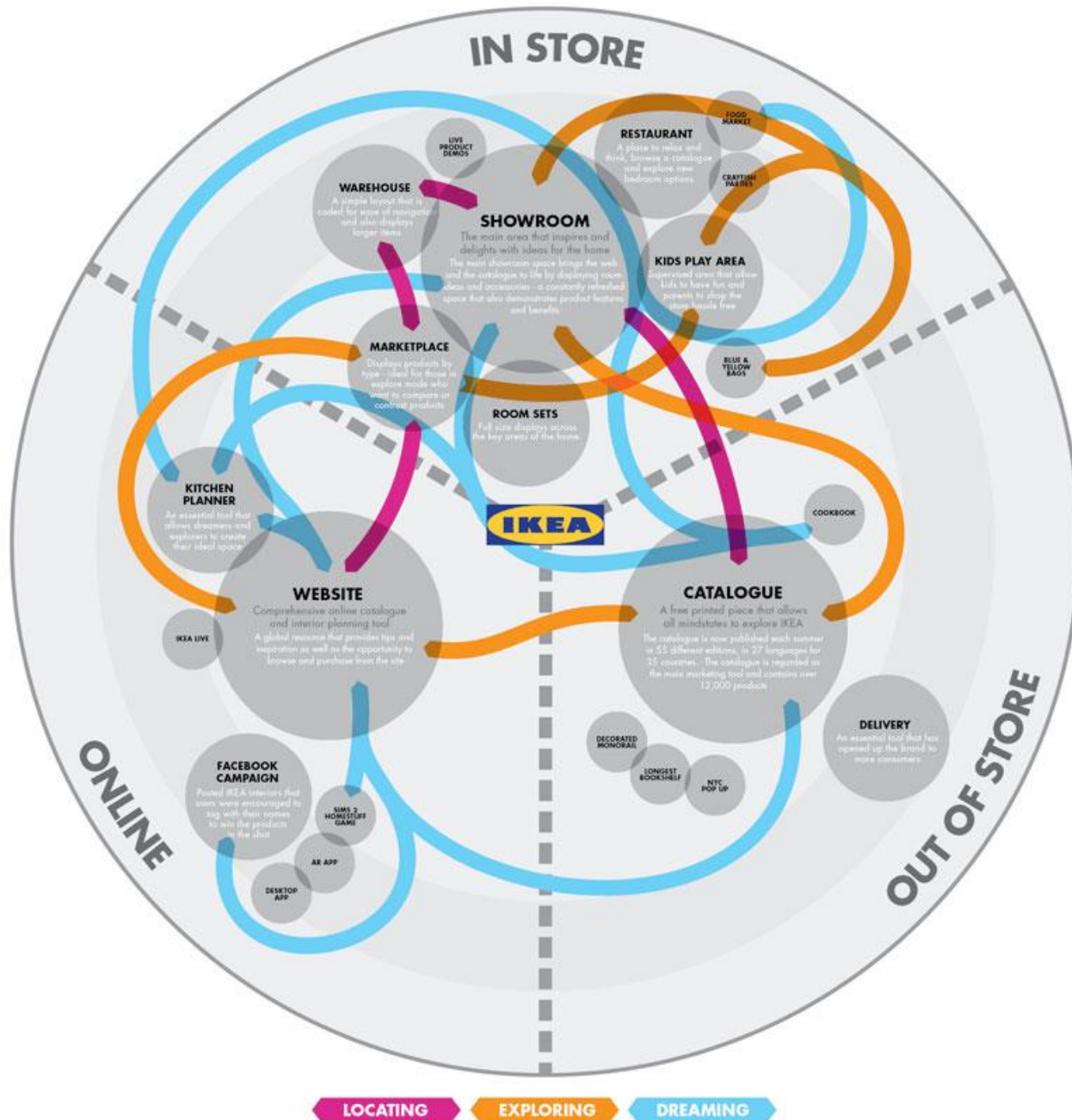
# Our customer journey map template: Enlighten example

	Awareness	Interest	Desire	Action	Advocacy
Activities	<ul style="list-style-type: none"> <li>Social media ads</li> <li>Reads a news article or sees it on TV</li> <li>Friend talks about it</li> </ul>	<ul style="list-style-type: none"> <li>Internet research</li> <li>Retargeted advertising</li> <li>Media articles</li> </ul>	<ul style="list-style-type: none"> <li>Compares options online</li> <li>Asks friends and family</li> <li>Reviews Instagram for last year's photos</li> </ul>	<ul style="list-style-type: none"> <li>Calls to book a hotel or books online</li> <li>Downloads the program</li> <li>Meets industry at events or at the visitor centres</li> </ul>	<ul style="list-style-type: none"> <li>Posts on social media</li> <li>Tells friends and family</li> <li>Review venues on Trip Advisor</li> </ul>
Needs	Key positioning statements such as understanding of difference between Vivid and the broadening of the festival in 2018.	Interest triggers based on demographic	Easy planning of times, venues, transport options, where to stay, to plan their itineraries.	Find on the day information online easily, with event-informed customer service at hotels and venues	Platforms to communicate both positive and negative feedback
Frustrations	Not understanding quickly what the festival entails or the difference with vivid	Needing inspiration rather than information	Not finding events specific to them quickly	Hard to plan and keep track of all the things happening	No perceived real person to communicate with
Opportunities	Clear unique positioning statements communicated through each channel	Multimedia like video and imagery that conveys the experience through social and media	Targeted advertising with content based on demographic & pre planned itineraries.	An easy-to-find-and-use program with all the events listed and industry well briefed in the event	Make it easy to provide feedback directly and ensure a community management plan is in place.



# Customer journey mapping: live





**No two  
customer  
journey maps  
are ever exactly  
the same.**



# Use your customer journey map to ask...

- Can we increase customer engagement through optimising some of the touchpoints?
- Do we have a customer focused perspective – or a company perspective? How can we make sure the customer is at the centre of every decision we make?
- What can we do to speed up the journey from interest to action?
- Is there employee ownership and accountability of various customer touchpoints?

# Example tools to support the journey

**Autopilot:** Automated journeys through scheduled email lead follow ups, online chat, request customer reviews, and better data.

**GetFeedback:** Online personalised surveys and Net Promoter Scores.

**Smaply:** A tool for mapping your personas and journey maps online.

**Google Analytics:** Never underestimate the power of existing tools. Use and optimise Google Analytics to make actionable feedback.



**“You’ve got to start with the customer experience and work back toward the product, not the other way around.”**

**-Steve Jobs**

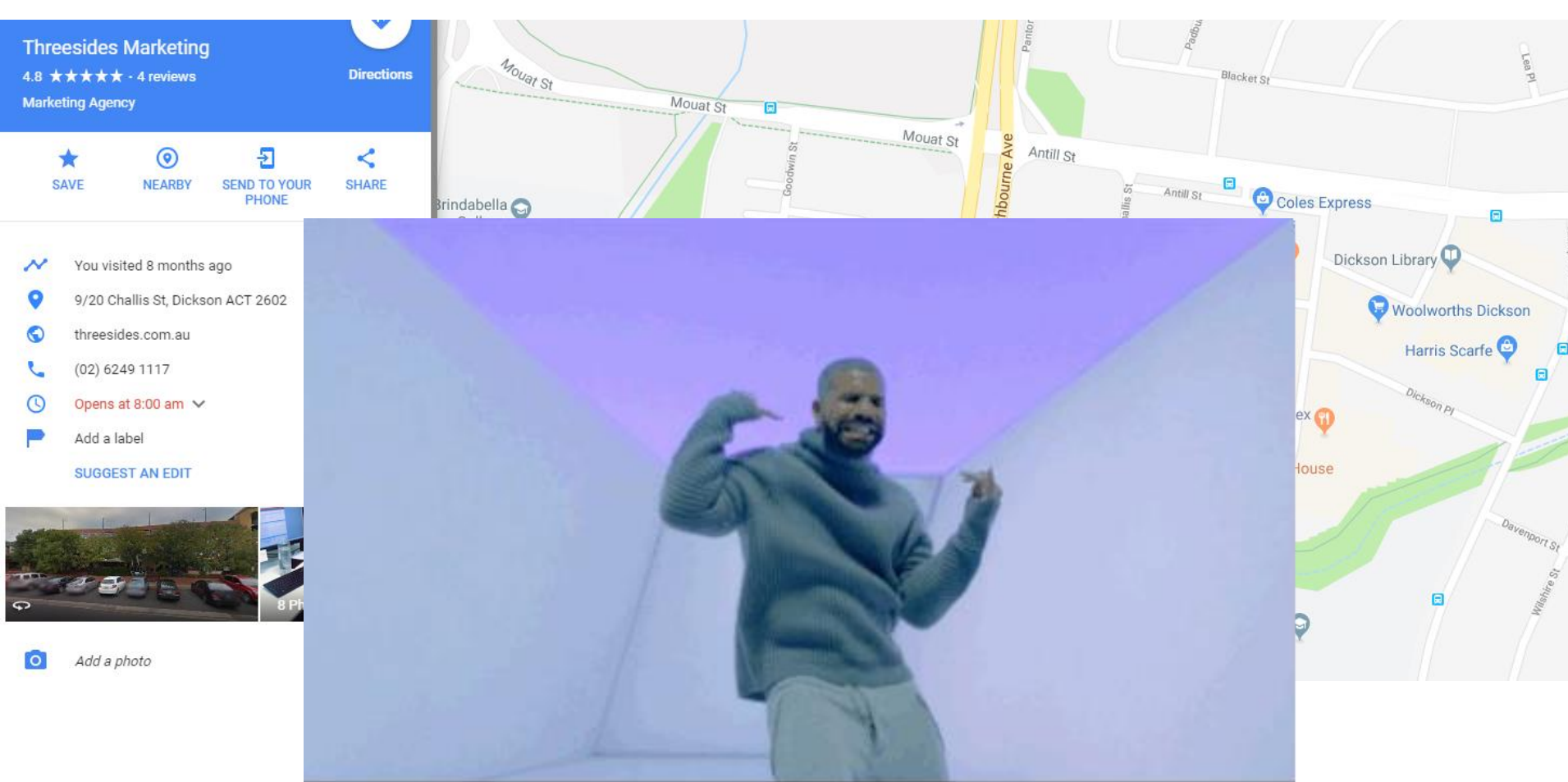
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