

# Journey maps

Accelerate your workflows to create engaging and impactful journey maps that elevate the customer experience and deliver meaningful business outcomes.

The screenshot displays the JourneyTrack interface for a 'Credit Card Example' journey. The main workspace is a grid with columns representing touchpoints and rows representing steps. The visual journey map at the bottom shows a path through these touchpoints, with red circles indicating pain points and blue circles indicating positive moments.

| Step         | Touchpoint  | Touchpoint  | Touchpoint                 | Touchpoint                                   | Touchpoint  | Touchpoint  | Touchpoint  |
|--------------|---|---|----------------------------|--|---|---|---|
| 1 - Plan     | App   |   |                            |  |   |   |   |
| 2 - Apply    | Log into my mobile app on my iPhone                             | Select Card (Preferred Card)  | View Pending Transactions  | View Details of my charge                    | View Previous Transactions                                  | Search for previous (Digital Download) Transactions         | Filter to see if I can find what I want to search for?      |
| 3 - Get card | Customer needs to feel that their financial information is safe | Getting your balance is the most important thing for many customers | Customer don't like to pay | Customer want to handle their issues quickly | Finding information needed on the mobile phone is important | Finding information needed on the mobile phone is important | Finding information needed on the mobile phone is important |
| 4 - Pay      | Card  | Transact with card  | Get bill                   | Get bill                                     | Get bill  | Get bill  | Get bill  |

**Visual Journey Map:**

- Step 1 (Plan):** Touchpoint 'App' leads to a positive moment (blue circle).
- Step 2 (Apply):** Touchpoints 'Log into my mobile app on my iPhone' and 'Select Card (Preferred Card)' lead to a positive moment (blue circle). 'View Pending Transactions' leads to a pain point (red circle).
- Step 3 (Get card):** Touchpoints 'View Details of my charge' and 'View Previous Transactions' lead to a pain point (red circle). 'Search for previous (Digital Download) Transactions' leads to a positive moment (blue circle). 'Filter to see if I can find what I want to search for?' leads to a pain point (red circle).
- Step 4 (Pay):** Touchpoints 'Get bill' (multiple instances) lead to a pain point (red circle).

# Customer Journey Mapping Tools Ngdata

**Yicheng Fang**



## **Customer Journey Mapping Tools Ngdata:**

## Whispering the Techniques of Language: An Psychological Journey through **Customer Journey Mapping Tools Ngdata**

In a digitally-driven earth wherever monitors reign supreme and quick transmission drowns out the subtleties of language, the profound secrets and psychological subtleties hidden within phrases often get unheard. However, set within the pages of **Customer Journey Mapping Tools Ngdata** a captivating fictional treasure pulsating with fresh thoughts, lies a fantastic journey waiting to be undertaken. Written by a skilled wordsmith, this enchanting opus encourages viewers on an introspective trip, gently unraveling the veiled truths and profound influence resonating within ab muscles cloth of each word. Within the psychological depths of this touching evaluation, we can embark upon a sincere exploration of the book is key themes, dissect its charming publishing model, and fail to the effective resonance it evokes heavy within the recesses of readers hearts.

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