



Customer Journey

- What variables should I consider when creating my Buyer Persona?
- What stages make up the purchase or conversion funnel?
- How should I analyse the experience of my customers?
- What form and contents should an effective customer journey map have?

Main features of Customer Journey:



In-depth analysis of the purchase process



Identification of needs, behaviour, touchpoints, pain points and opportunities



Development of a customer centric strateg



Improvement of the customer experience



Touchpoints Optimization



Promotes innovation



Increases conversion and customer loyalty

Find out what this tool can do with your data, by clicking [here](#).