

CUSTOMER JOURNEY MAP:

Touchpoints	Title of Touchpoint				
Channels	Channel over which the touchpoint happens				
Client Interaction	How/why the client becomes involved				
Company Interaction	How/why the company responds or initiates the client interaction				
They Feel	What the client is feeling at this specific touchpoint				
Should Feel	How the company wants the client to feel at this specific touchpoint				
Solutions / Opportunities	What are possible solutions or opportunities that could improve the interaction and benefit the client during this touchpoint?				

