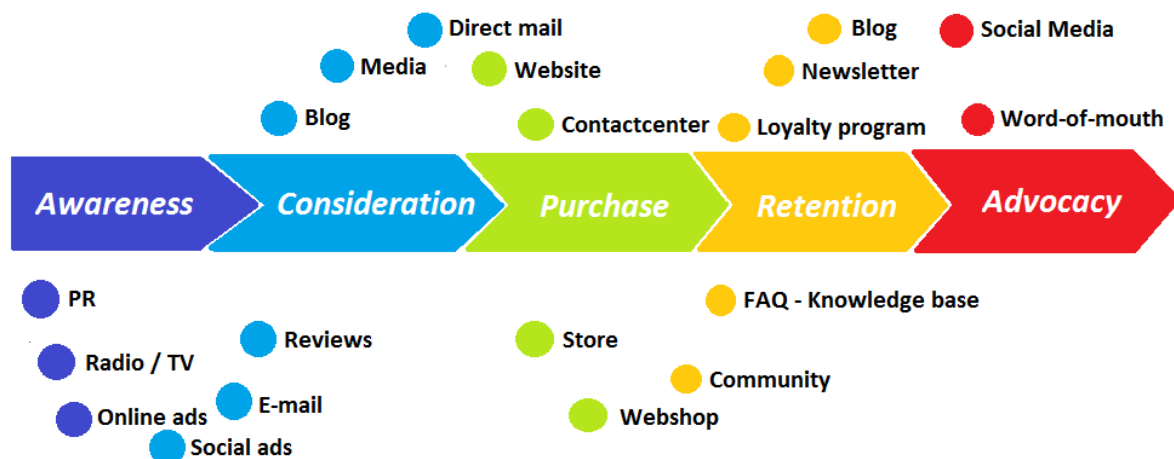


## The Customer Journey

The Customer Journey describes the individual cycles a customer goes through before deciding to buy a product. It refers to all points of contact (touchpoints) of a consumer with a brand, a product or a service. These include not only the direct points of interaction between customers and companies (advertisement, commercial, website, etc.), but also the indirect points of contact, where the opinion of third parties about a brand, a product or a service is obtained (rating portals, user forum, blog, etc.). Customers are increasingly finding out about these indirect contact points, which cannot be directly influenced by companies. An in-depth understanding of the entire customer journey (including direct and indirect contact points) is a prerequisite for customer-oriented marketing and sales orientation.



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### Assignment

Think about a recent purchase of a “High Involvement Product” with “Extended Problem Solving” (Hint: compare Topic 3 – Consumer Behavior) and describe all touchpoints along your decision making process. How can companies use their database to support this process? What can be obstacles? Which companies might have an advantage?