

CUSTOMER JOURNEY MAP AS A TOOL OF MARKETING, BASED ON THE ATTENTION

Key words: customer journey map

In volatile market conditions, the most difficult task of modern marketers is to build a long-term marketing strategy and tactical decisions. Today, the market requires instant response, and sophisticated customer is not satisfied with beneficial value for money, he needs attention. In the marketing of services market, in particular the restaurant business, professionals increasingly base on the results of the User Experience (UE) indicator. UE is rank of customer interaction with the institution/product before purchasing, during and after. To measure this indicator there is a tool like the construction of the customer journey map (CJM). Standard CJM is a matrix showing the evaluation, in time, of indicators such as:

1. process: aims and objectives of users, actions, expected results, challenges and barriers, the point of contact, materials, tools, equipment, etc;
2. psychology: thoughts, feelings, emotions of the client.

Moreover, this table record the recommendations and the potential for improvement. However, in practice there is no particular limitation, parameters may be determined depending on the conditions and needs of the business.

The use of this tool in one of the fast food chain has shown that at the stage of "planning to visit" 25% of potential customers were well aware of the restaurant and have heard a lot of positive reviews, but were unable to independently find information on the exact location and its operating time. At the stage of "visiting places" 15% of potential customers didn't visit the restaurant because they could not open the front door and decided that the restaurant is closed, however, 33% of respondents who have visited the restaurant, set high scores to service, menu and interior decoration, but 10 % of them were upset because of the long waiting in line at peak hours.

As a result, identifying and addressing problems such as the absence of more information about the institution on the Internet, opening the door tight and slow speed of service has led to 15% increase in sales.

This experience as well as possible confirms that the client's decision to purchase is often influenced by, it would seem, the most no significant fines, and the construction of the CJM and the identification of reference points that make a negative impact on his/her impression of the restaurant/product, helping marketers to show more attention to the client and increase their loyalty.