

Customer journey map template

Customisable templates
for small businesses

About Simply Business

We are one of the UK's largest [business insurance](#) providers. Since we started life in 2005, we've helped **three million small businesses** and self-employed people find the protection that's right for them, from builders to bakers and personal trainers (we insure landlords too).

More than **900,000 customers** across 1,200 different trades trust us to support them with their insurance.

You can **build a policy tailored to your business**, choosing the covers you need to help protect your business's name.



How to use this template

There are **four different customer journey map templates** you can choose from:

- buyer's journey template (with questions)
- buyer's journey template (by channel)
- retail customer journey template
- alternative customer journey template

You can edit any of these templates to suit your business – just add information and activities for each stage that influences the customer in the journey. Prompts in *italics* and [brackets] are there to help you know what to include, and these can be deleted.

Customer journey	Awareness	Research	Decision	Retention	Loyalty
Actions					
Emotions					
Motivations					
Barriers					
Touchpoints					

Customer journey	Awareness	Research	Decision	Retention	Loyalty
Website					
Social media					
Emails					
Blogs					

Customer journey	Awareness	Research	Purchase	Delivery	Service	Loyalty
Website						
Social media						
Emails						
Blogs						

Customer journey	Awareness	Consideration	Decision	Delivery and engagement	Loyalty
Customer activities					
Customer goals					
Touchpoints					
Business goal					
Business activities					