MDS Customer Journey Map

Stage	Touchpoint	Description	Key Questions
Awareness	Marketing	Social media, TV ads, radio, store signage	• What marketing channels do we use? • Which are most effective? • What impressions do we give before customers go to MDS? • What is the cost of acquisition?
Exterior	**Arrival**	Locating store, cleanliness, parking, staff appearance	• How easy are stores to locate? How accessible is parking? • Does the store have ‘’kerb appeal’? • What first impression do the store and staff give?
In-store	**Entrance**	First impression, staff appearance, greeting, navigating store	• What is the first impression that customers have in-store? • Are sales staff friendly, approachable and well presented? • How easy is it for customers to find their way around the store?
	Sales floor	Navigating store, layout, displays, signage, staff service and appearance	• Are staff able to assist customers with sales needs? • Do staff seem knowledgeable and helpful? • How easy/fast is it for customer to get assistance from staff?
	Point of Sale (POS)	Waiting lines and times, impulse buying, self-checkout, final impressions	• How long do customers need to wait for service? • Are multiple payment and check-out options offered? • Are products displayed for upselling or impulse buying during check out? • Are upselling or loyalty offers used by staff during check out?
Post-sale	**Reflection**	Brand impression, repeat or new needs, trip spend	• What impression do customers walk away with? • How often are customer’s sales needs and expectation met by service and the products purchased? • Has the customers trip spend been maximised (have they spent as much as they would have been willing to)?
	Repeat visit	Customer retention, loyalty programs	• How are customers encouraged to return to the store? • How is customer loyalty rewarded? • What is the frequency of return visits?