

LOYALTY-FOCUSED JOURNEY MAPPING GUIDE



1. Define the Customer

- Segment you're mapping
- Key needs and motivations
- Main frustrations
- Signals that indicate loyalty potential

2. Clarify the Loyalty Objective

- Loyalty outcome to influence
- Behavior or moment to shift
- What success looks like
- Assumptions to validate

3. Outline the Journey Stages

- Main phases of customer relationship
- What customers aim to accomplish
- How they feel at each phase
- Engagement shifts

4. Capture Customer Actions

- What customers do
- Signs of intent or hesitation
- Points where effort increases
- Places where habits begin

5. Surface Emotions and Motivators

- Desired feelings
- Actual reactions
- Confidence triggers
- Doubt triggers

6. Identify Loyalty Moments

- Moments that build loyalty
- Moments that weaken it
- Subtle trust signals
- Expectation gaps

7. Assess Experience Performance

- Clarity of communication and steps
- Consistency levels across touchpoints
- Effort required to complete tasks
- Breakpoints to fix

8. Reveal Loyalty Opportunities

- Improvements to strengthen trust
- Behaviors to encourage or support
- Places to add value or recognition
- Barriers that need to be removed

9. Assign Ownership and Next Steps

- Who owns each opportunity
- Timelines for action
- Success metrics to track
- Dependencies and risks