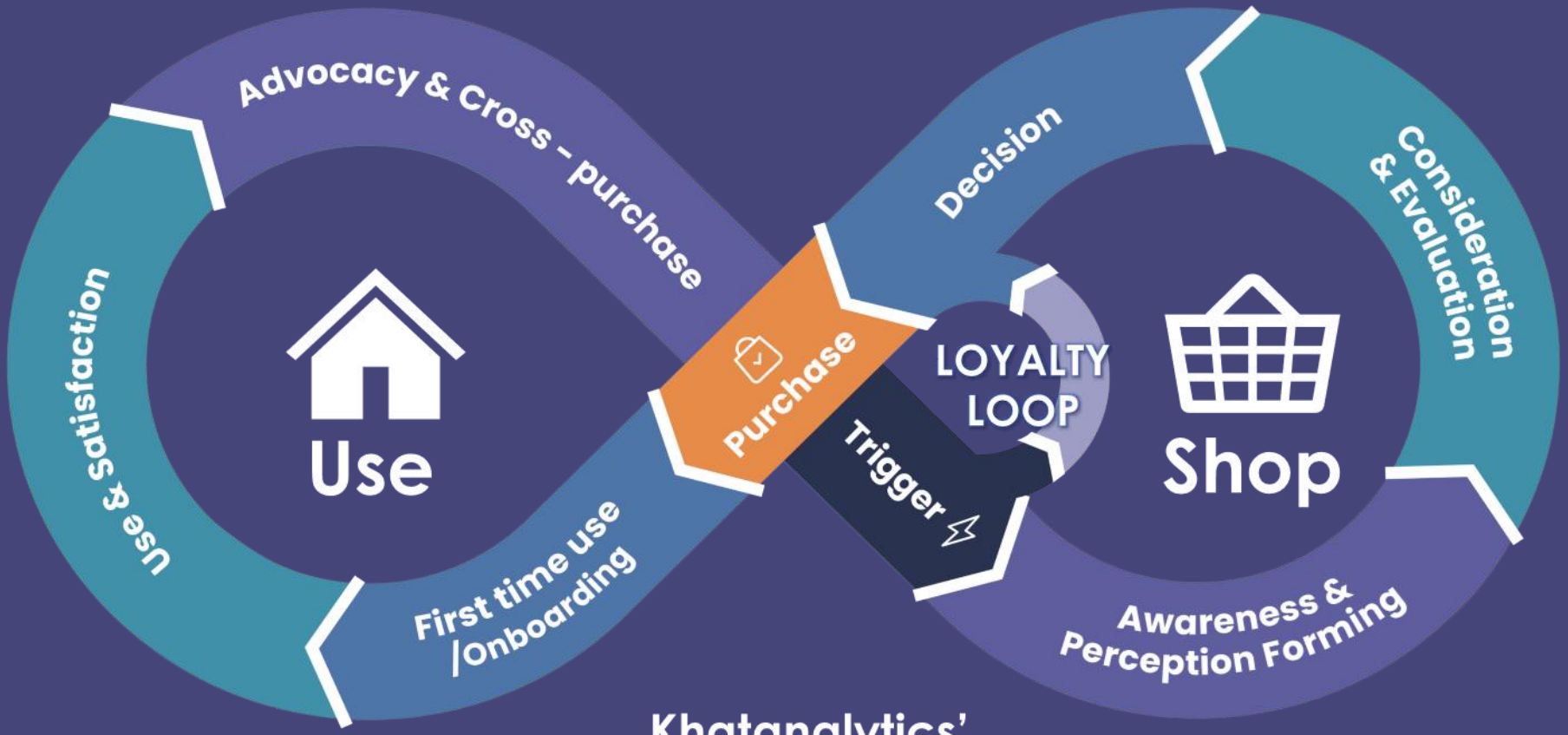
Path to Purchase ⇆ Lasting Loyalty

Learn the Insights you need for winning strategies



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Consumer Experience Journey Learning Framework

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Our Goal

Brand loyalty is won, and lost, with every consumer interaction.

Pre–Purchase ⇆ Path to Purchase ⇆ Post–Purchase

Without knowing which touchpoints matter to consumers, brands waste $ millions investing in the wrong ones.

Khatanalytics specializes in Consumer Experience Journey (CEJ) insights to empower high ROI brand strategies.

Goal of this deck: To help you learn the specific CEJ insights you need to succeed, leveraging our framework.

I hope you find helpful!
Reach out with any questions/comments

Uzma Rauf

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First… what is a Consumer Journey?

Consumer Experience Journey maps

Detail what matters most to your

Consumers and Shoppers across their full journey of using and buying your category

… so **Brands** can …

engage their **target** audiences

at their most critical
decision-making touchpoints

with the most relevant and compelling
experiences, **messaging** and **products**

that grow your **sales**, **ROI** and **loyalty**

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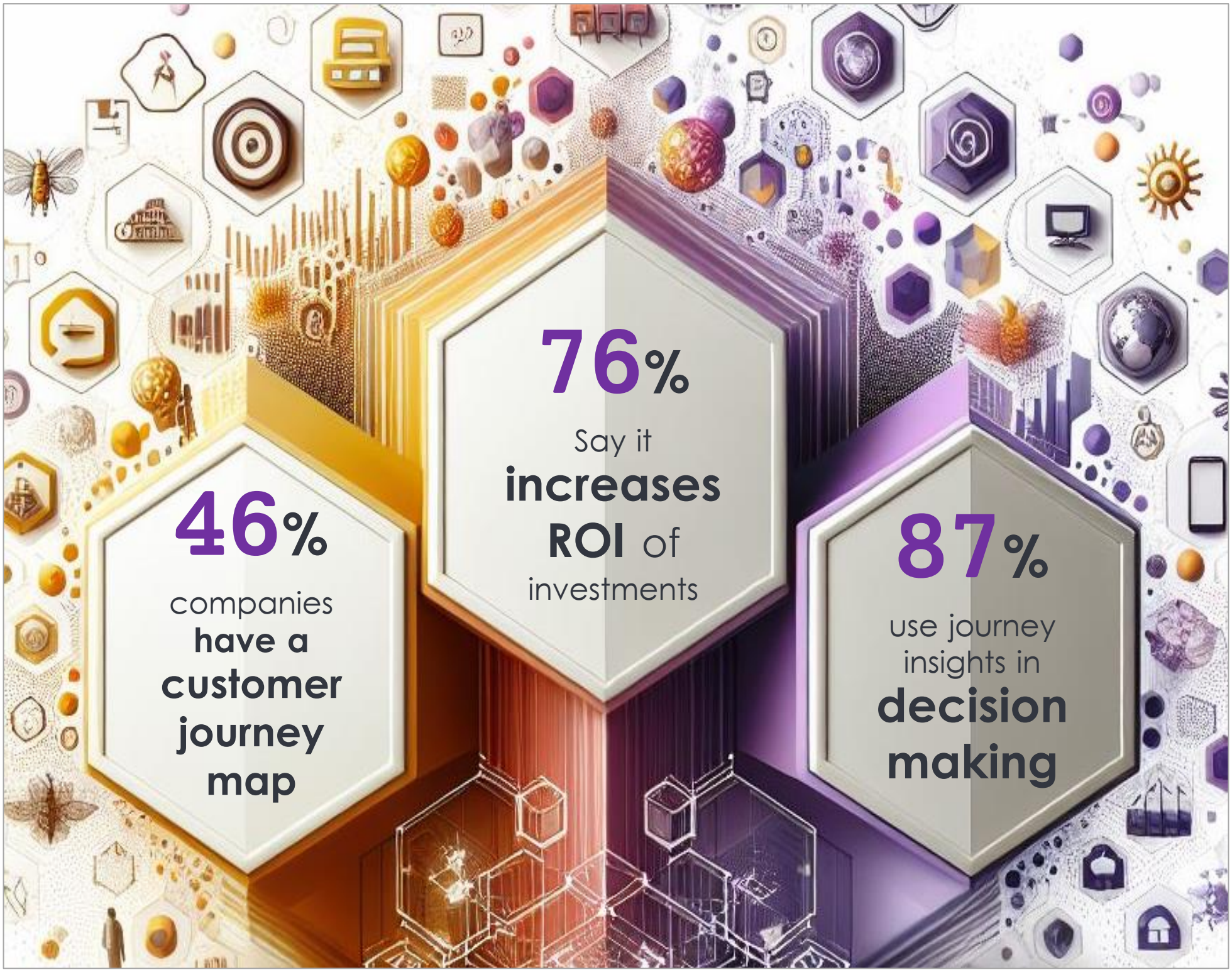
Consumer Journey Maps Power Business Success

How Businesses View Customer Journey Maps



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7 +1 CEJ Phase Learning Areas

What questions to answer for critical insights

Khatanalytics' Consumer Experience Journey Learning Framework

7 +1 Journey Phases requiring detailed insights

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What to learn …

In the following pages we'll cover:

→ The 7+1 journey phases

→ What each phase is about

→ The fundamental questions to answer

For each, be sure to also answer these OVERARCHING QUESTIONS:

- How do my target consumers behave?
- How well is my brand addressing each area?
- What propels the consumer to the next stage?

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1. Purchase Trigger

The “stimulus” for starting the purchase journey

Determine

→ What triggers the start of their purchase process?

→ What stops them from moving forward?

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2. Awareness & Perception Forming

Discovering your brand and forming initial impressions

Determine

→ Where and how they find out about your category and brand

→ What are their initial beliefs & attitudes to your brand

→ Who informs and influences their perceptions

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3. Consideration & Evaluation

Assessing if your product is the right choice for their needs

Determine

→ Their criteria for product selection (needs, wants, use cases, features)

→ Their sources of information & who influences them

→ The role / impact of digital & physical touchpoints

→ Their preferences for shopping channels & retailers

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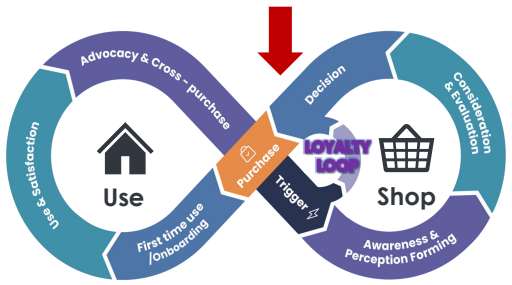
4. Decision & Purchase



Finalizing their choice and making the purchase

Determine

→ What are their Drivers & Barriers to purchase (rational & emotional)

→ The role of price and promotions on product choice and purchase timing

→ What makes them switch vs stay with a brand

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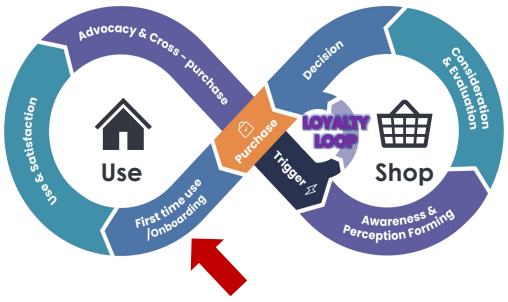
5. First Time Use, On-boarding



Their initial experience with your product

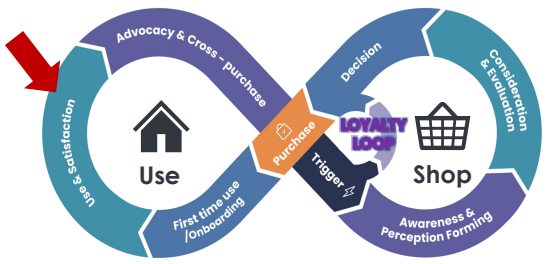
Determine

→ Their experience with unboxing, set-up, initial use (delightful or frustrating?)

→ What Information do they seek, how do they get it

→ Their support and return preferences

6. Use & Satisfaction



Using the product

(This is where most time is spent across the full journey)

Determine

→ Their aspirations, role category plays to meet them

→ Their needs, desires, pain points, usage occasions

→ How they holistically address these (all categories, products, services used)

→ Product experience: What's working vs needs fixing

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7. Advocacy & Cross Purchase

Demonstrating loyalty through repeat purchases and advocacy

Determine

→ Their perceptions of different brands

→ What drives or hinders their loyalty and advocacy

→ What encourages them to broaden their brand – product engagement

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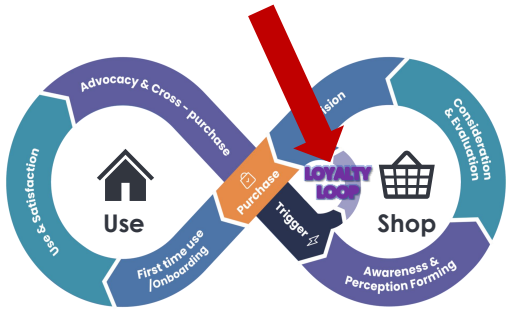
+1 Loyalty Loop

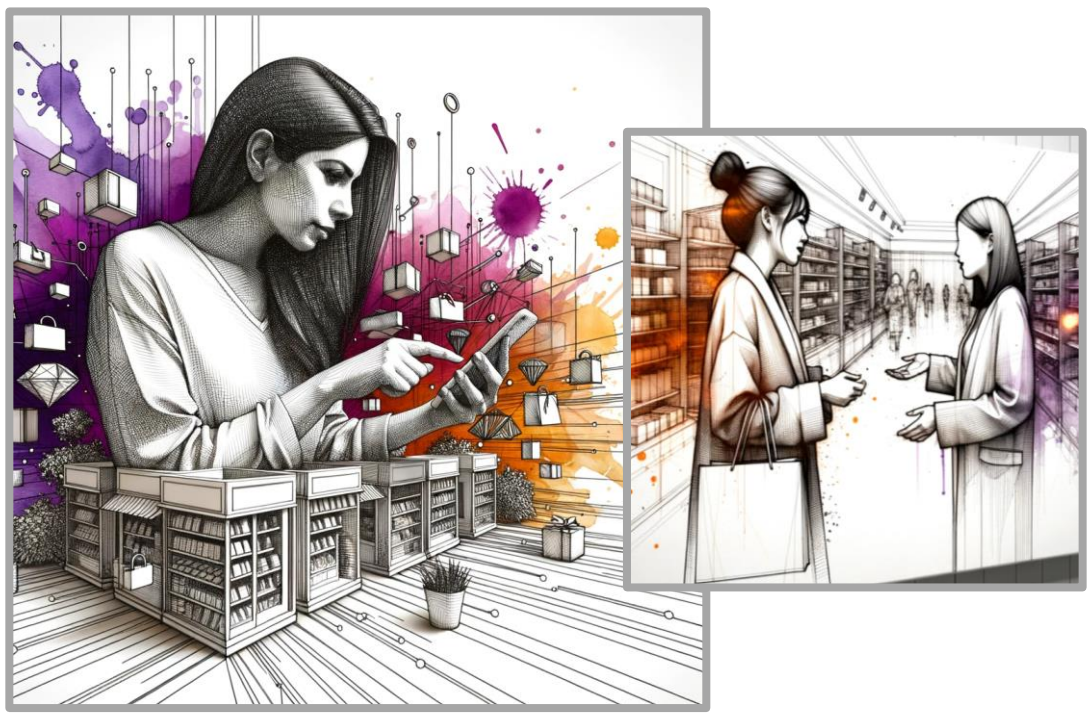


This isn't a phase … but a highly desired outcome

It's when consumers are triggered to shop, they SKIP the full shopping journey, immediately buying the brand they want and trust.

→ Brands that achieve this level of loyalty gain sales faster, for longer, and with higher ROI.

→ This could be driven by brand love (like Apple), or a tried and proven food or cosmetics brand.



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Khatanalytics' Consumer Journey Learning Framework

Every touchpoint should guide your consumer toward a **Loyalty Loop**

By gathering crucial insights across all touchpoints throughout the full consumer journey, we enable brands to boost retention and automate growth.

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Learn more about our approach here

Or contact us: info@khatanalytics.com

Even if you apply just some of these insights…

you'll put your brand way ahead of others!

Work With Us

Are you a business leader in a **Consumer Product Goods (CPG) or Electronics** organization wanting to **drive your brand growth using insights?**

Contact me to discuss your learning needs

- Message me on LinkedIn
- Email me info@khatanalytics.com

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Khatanalytics **Founder & CEO**

Contact Now

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