

# Customer journey snapshot

A simple way to see how customers actually experience your business

*MPC*

## Why this matters

Most businesses think about marketing in terms of promotion.

Customers experience a business as a series of moments.

When those moments are unclear, inconsistent, or disjointed, people quietly drop off without complaining.

Understanding the customer journey helps you see where interest turns into action, or doesn't.

The logo consists of the letters 'MPC' in a white, serif font, centered within a solid purple square.

*MPC*

## A simple customer journey

Most customer journeys follow a similar pattern.

Take a moment to think about:

- How people first hear about you
- What they see when they look you up
- How easy it is to make contact
- What happens after they enquire
- What the experience is like once they buy

You do not need to map everything. You just need to see the flow.

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## Common drop off points

Customers often disengage when:

- Information is unclear or out of date
- It is hard to understand what happens next
- Responses are slow or inconsistent
- Expectations are not explained upfront

Small gaps here can quietly cost work.

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Use this as a snapshot

This is not about perfection.

It is about noticing where customers may feel uncertain or confused.

Small improvements at key points often have a bigger impact than more promotion.

Part of the MP Consulting Digital Hub.