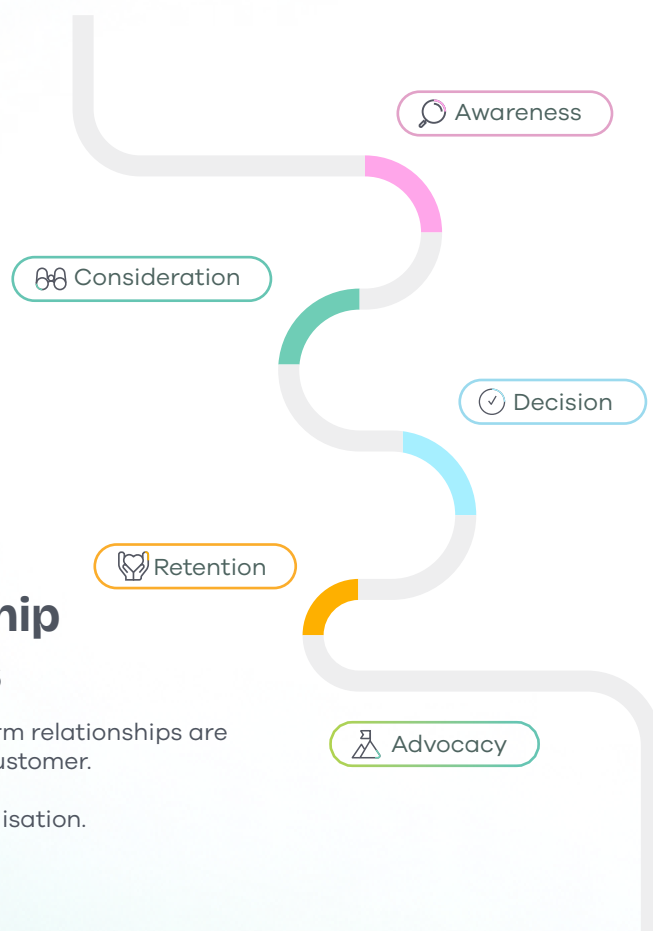


What is a Customer journey?

A customer journey is the complete lifecycle of a customer's interactions with a business, from the initial awareness stage to the purchase decision and beyond.

The different stages of a customer journey



Why are customer journeys important?

Because great customer journeys:

- ✓ Build trust with your customer.
- ✓ Improve customer retention.
- ✓ Give you a competitive advantage.
- ✓ Maximise lifetime value of the customer.

Personalisation and relationship building in customer journeys

For B2B businesses, personalisation and building long-term relationships are both important parts of making a deal with a potential customer.

73% of consumers say brands don't deliver on personalisation.

Here are three ways to get it right.

- ✓ **Dynamic content and AI**
Use AI-driven, adaptive content to show the right value at the right time.
- ✓ **Product recommendations**
Predict needs with data and offer relevant add-ons to boost loyalty and revenue.
- ✓ **Tailored communication**
Segment smartly and deliver messages that truly resonate.

Want the full guide?

[Download the complete e-book](#)