



# 5 Stages of the Human Experience (HX) Through the Customer Journey

The customer journey is a foundation for marketing in both B2B and B2C industries. It's the blueprint that details the complete sum of experiences a customer goes through when interacting with your company and brand. Exploring the emotions behind the customer's problem creates the customer's emotional journey map, or human experience (HX) map. This is an imperative factor in making a purchase and being an advocate for a company, but often can be overlooked.

An overwhelming **95%** of respondents cite customer service as important in their choice of a brand. - [Microsoft]

## 1. AWARENESS

How does a customer feel when they become aware that your company has a product or solution?

### Driver

The pain point is often the center of awareness. People want a product because they have a need, often thought of as a problem that needs to be solved. A pain point does not always need to be painful.

### HX Insight

What brings a customer to your product or service? **Emotion.** **Positive emotions** are I want or desire something new. **Negative emotions** are I need or am distressed because I need something new.

**On average, it takes 5 to 7 impressions for people to remember your brand.**

(Pam Moore)

## 2. CONSIDERATION

How does a customer feel when they become aware that your company has a product or solution?

### Driver

The pain point is often the center of awareness. People want a product because they have a need, often thought of as a problem that needs to be solved. A pain point does not always need to be painful.

### HX Insight

The emotions behind the decision-making process can be as important as the features of a product. Not all purchases will cause elation, but a **positive feeling about a solution/brand** can edge out the competition.



**46%** of shoppers will leave a website because of a lack of message.

(MarketingProfs)

## 3. TRANSACTION

How does a person feel during and right after making a purchase?

### Driver

Purchasing something can lead to a myriad of emotions. It can be a continuation of the feelings from consideration or escalation of those feelings; it can be mild indifference; it can even be remorseful.

### HX Insight

Putting aside the purchase cost, there are many aspects involved in the psychology behind why we react to a purchase. It can include **factors like income, age, cultural background, job type, personality, and type of purchase** can be of influence.

**84%** of businesses say AI will enable them to obtain or sustain a competitive advantage.

(Forbes)

## 4. RETENTION

How does a customer feel about your product/service and brand a few weeks, months, or years after purchase?

### Driver

The journey is not over at purchase. From toothpaste to a new car, a brand's goal should be to retain an individual as a life-long customer. Fostering brand loyalty can increase the likelihood of future purchases.

### HX Insight

Focusing on the human experience and weaving that into every interaction can strengthen all types of feelings. If done correctly, **a customer might advocate for your brand because you were willing to go above and beyond to fix a situation.**



**Businesses lose \$1.6 trillion per year when customers move away from them.**

(Accenture)

## 5. ADVOCACY

The customer alerts others to your brand and how it is a great product or service.

### Driver

Brand advocacy is a coveted badge of honor for a brand. Advocacy is taking the loyalty a customer has for a brand and extending that into a positive action to promote said brand.

### HX Insight

Advocacy can be from **word of mouth**, posted on **social media**, through **testimonials** and **hero stories**, or other **content promoting their referral** of your service/product.

**72%** of customers will share a positive experience with **6 or more** people.

If a customer is not happy, **13%** of them will share their experience with **15 or more** people.

(Esteban Kolsky)

**Ready to transform your brand's human experience?**

**ImproveHX** helps personalize the ever changing, sometime impersonal technological landscape? We know that the heart of every good business is a customer service model based in providing outstanding interactions to every individual, whether they stop by the store, give you a call, or browse your website.

How do you take that personal store service and translate it into all of your marketing and sales efforts, which are moving more and more online? The Human Experience (HX) or humanization of your brand is the right way to start.

