

Ai in Customer Journey Mapping

Implementing AI-powered customer journey mapping

- 1 Audit your current journey map for missed digital touchpoints this week.
- 2 Demo at least two AI mapping platforms against your real journey data.
- 3 Set up weekly AI heatmaps and anomaly detection to catch hidden drop-offs.
- 4 Connect your journey map to your CRM for real-time activation.
- 5 Integrate AI journey data with email or SMS automation tools.
- 6 Run AI simulations of 100+ journey variants instead of manual A/B testing.
- 7 Assign a revenue owner to track ROI of your AI mapping project.
- 8 Replace manual sticky-note mapping with an AI-powered journey analytics tool.
- 9 Trigger personalized offers at friction points based on journey stage insights.
- 10 Identify and fix single high-impact issues flagged by AI session analysis.
- 11 Budget for one comprehensive AI mapping tool instead of multiple consultants.