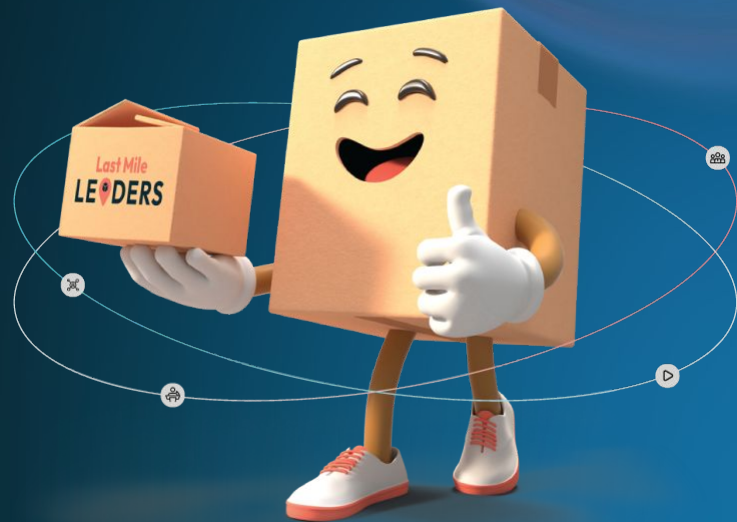




Crafting Seamless Customer Journeys



Customer Journey



Online Shopping

Customer Journey Map



Emma is buying a birthday gift for her best friend.



Expectation

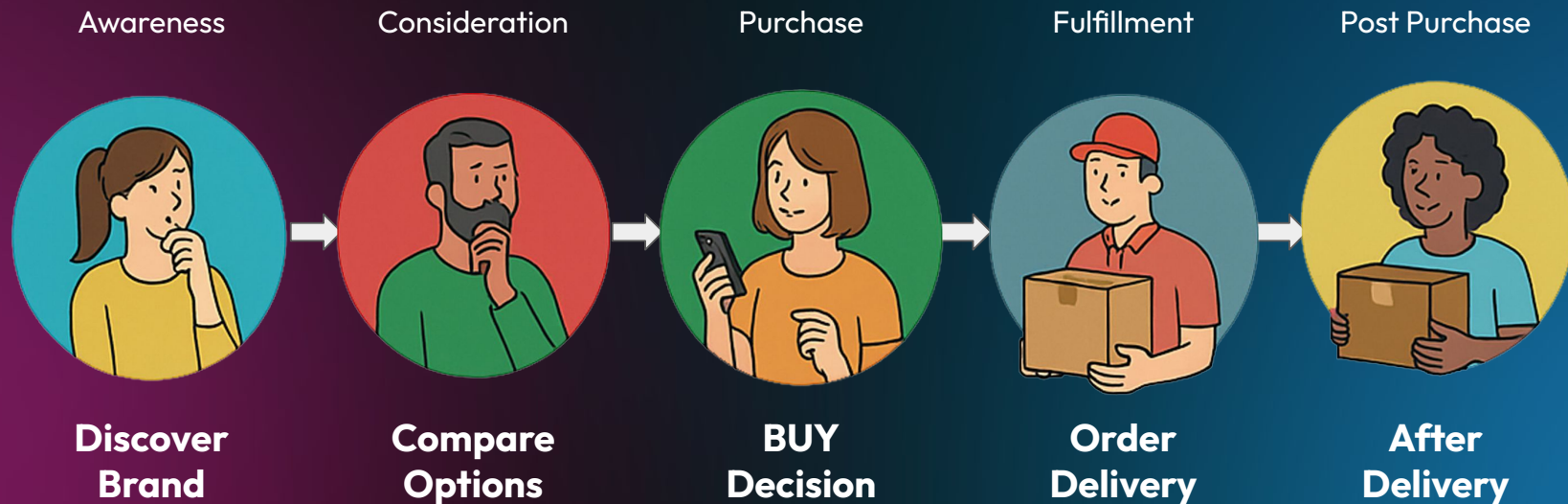
Various gift options Good price
Great service and fast delivery



	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5
Phases	Motivation	Website Search	Clicks on the First Result	Product Evaluation	Payment
Activity Performed	Wants to purchase a birthday present for her best friend	Search the products on our online store	Post search, customer clicks on the first product	Checking out the product details	The customer makes the payment for the preferred product.
Emotions	 happy and excited	 Happy and excited	 Disappointed as the first results don't carry the size she's looking for	 Happy to find the products. Customer also checks other products for proper comparison.	 Anxious to proceed with payment but excited to receive the products.
Opportunities & ideas to improve	<ul style="list-style-type: none"> easy access to the online store Vouchers and discount options 	<ul style="list-style-type: none"> Well categorized products that make it easy and fast to find products Easy to use search engine that also provides suggestions 	<ul style="list-style-type: none"> Automatically filter out the unavailable size from the search result Suggest similar products that carry the relevant size or color 	<ul style="list-style-type: none"> Provide a clear size guide Include additional care tips 	<ul style="list-style-type: none"> Provide numerous payment options and an easy checkout process. Include vouchers for subsequent purchases
Owner	Marketing team	UX Team	Product Team	Product Team	Marketing team

Customer Journey Flow

5-Step Journey Framework



But, where does Our Job Start?

Stage 1 - Awareness

Awareness

Consideration

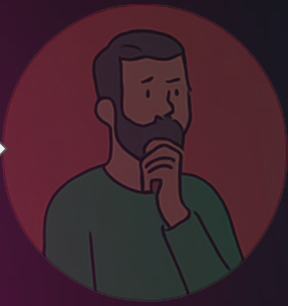
Purchase

Fulfillment

Post Purchase



**Discover
Brand**



**Compare
Options**



**BUY
Decision**



**Order
Delivery**



**After
Delivery**

Stage 1: Awareness

Brand Discovery -> Engagement



I am looking for a refrigerator double door, can you
give me some good options?



AI Mode


Stage 1: Awareness


Google Search


I am looking for a refrigerator double door, can you give me some good options?


All Products Forums Short videos Images Videos Web More Tools


Sponsored





Amerikaanse koelkast...
€1,599.00
LG Electronics ...
Free shipping
Energy: 
€1,439 with code
By Producthero





Samsung RS70F66KBE...
€1,869.00
Coolblue
Free shipping
Energy: 
★★★★★ (10)
By Producthero





IKEA TYNNERÅS
- Koelkast - 365 l
€649.00
IKEA
+€59.99 shipping
Energy: 
★★★★★ (47)
By Producthero





Bosch KFN96VPEA...
€1,525.00
bol.com
Free shipping
Energy: 
★★★★★ (992)
By Producthero





SALE
GSLC41PYPE
LG Amerikaans...
€1,099.00 ~~1,249~~
Keukenloods.nl
Free shipping
Energy: 
By beslist.nl





Beko GNO46623MX...
€879.00
Coolblue.nl
Free shipping
Energy: 
★★★★★ (34)
By Producthero




Bosch KAG93AIEP...
€2,259.00
bosch-home.nl
Free shipping
Energy: 
★★★★★ (110)
By STROOM



Samsung R48A400Eb4...
€1,140.00
Mediamarkt Ma...
Free shipping
Energy: 
★★★★★ (102)
By Google

 AI Overview

For a good double-door refrigerator, consider brands like LG, 

I am looking for a refrigerator double door, can you give me some good options?



GE Appliances

<https://www.geappliances.com> › Kitchen › Refrigerators

French Door Refrigerators

GE Profile™ ENERGY STAR® 22.9 Cu. Ft. Counter-Depth Quad-Door Refrigerator with Dual-Dispense AutoFill Pitcher and Door in Door. \$3,299.00. Was \$4,799.00.



Whirlpool

<https://www.whirlpool.com> › ... › Refrigerators

French Door Refrigerators

Free delivery and haul away on all major appliances \$399+ when signed in. 1. 1 Ends August 20,

2025 at 11:59 PM EST. Availability of delivery, haul-away and install services vary by location - see...

Images



The 4 Best French Door Refri...

 The New York Times



The 4 Best French Door Refri...

 The New York Times



The 4 Best French Door Refri...

 The New York Times


Stage 1: Awareness

ChatGpt Search

ChatGPT 5 ▾


I am looking for a refrigerator double door, can you give me some good options?

Here are some solid **double-door refrigerator** options—ranging from reliable home models to high-capacity commercial units—to suit different needs and budgets:



Efficient mid-size home fridge—good value


Hisense RT600N4DC2 (467L, A++, No-Frost)



Ultra-large capacity, stylish stainless steel

IKEA RIBBENÅS Double Door Refrigerator/Freezer (700L)

+ Ask anything



IKEA RIBBENÅS Double Door Refrigerator/Freezer (700L)

★★★★★ 3.8 (38)

— Maltashopper.com €1,558.99 Visit

IKEA €59.99 delivery, 365-day returns €1,258.99 Visit

Why you might like this

The IKEA RIBBENÅS Frenr... floor fridge/freezer is a standout choice for large... households and food enthusiasts. Its spacious design, combined with

Fast-Delivery Options in Europe

- Sofa Club – UK (Quick Delivery)**

They offer **next-day delivery on select sofas that are already in stock**. For example, you could get something like the **Soho 2-seater in White Tea delivered by August 21**. [Reddit +1](#)
- Seats and Sofas (Europe)**

A European specialist with a huge collection of sofas that are *in stock and available immediately*. They also offer strong customer service, flexible financing, and attractive pricing. [BILD](#)
- Swyft (Sofa-in-a-Box)**

Offers sofa models (like the *Model 03*) that can **deliver within 24 hours**. Great for speed, especially their flat-pack, easy-assembly approach. [Swyft +6](#)
- OLTA Avant Express Delivery**

Stylish modular sofa delivered fast within Europe. Limited fabric options, but great for quick setup with modular flexibility. [Forbes](#)
- Wilhelmina Designs (NL/Benelux)**

Deliveries usually happen in **2–3 business days** within the Netherlands—perfect for your timeline. [↓](#)

+ Ask anything

ChatGPT can make mistakes. Check important info. See [Cookie Preferences](#).

Stage 1: Awareness

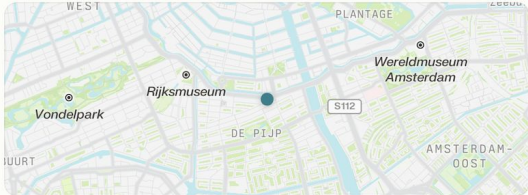
Perplexity Search

I am looking for buy a sofa for my living room, can you suggest good options that I...

Answer Images Steps

SOFACOMPANY Amsterdam

★ 4 (101) · Open · Website · Directions · +31 20 224 0531



✓ Customer Service


✓ Product Quality

✗ Delivery Experience

Well-known for stylish, modern sofas with good comfort. Offers quick delivery, in-store pickup, and a wide selection of customizable models ideal for living rooms.

A-meubel Meubelstore Amsterdam

★ 4.3 (1,003) · Open · Website · Directions · +31 88 844 8802



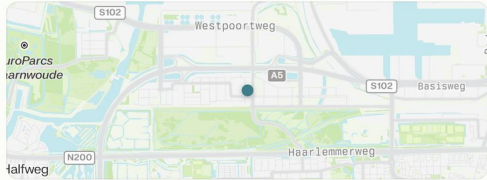
Ask a follow-up...

I am looking for buy a sofa for my living room, can you suggest good options that I...

Perplexity Images Steps

A-meubel Meubelstore Amsterdam

★ 4.3 (1,003) · Open · Website · Directions · +31 88 844 8802



✓ Helpful Staff


✓ Variety of Products

✗ Delivery Delays and Issues

Large showroom with diverse options. Provides same-day delivery, assembly, and popular models suitable for most styles and budgets.

Livik meubelen

★ 4.6 (10) · Open · Website · Directions · +31 23 529 4739



✓ Unique design

Ask a follow-up...

Stage 1: Awareness – Impact

30%

Drop off due to:

- A. Brand Trust Gap
- B. Poor PDP/PLP Info (Missing availability, dates commitment)

Our ROLE?

**1st Promise of
Delivery & Service
(Availability)**

**Source: Shopify Consumer Behavior Report*

Stage 2 - Consideration

Awareness

Consideration

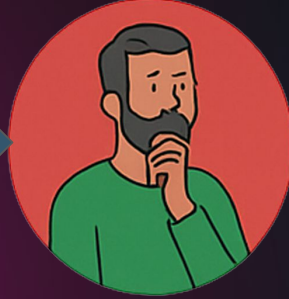
Purchase

Fulfillment

Post Purchase



**Discover
Brand**



**Compare
Options**



**BUY
Decision**



**Order
Delivery**



**After
Delivery**

Stage 2: Consideration

PDP (Product Details Page)



All media View in 3D

Double-door refrigerator/freezer, 100 freestanding/stainless steel, 347/169 l

€1.199.-

Product information sheet

★★★★☆ (27)

- Freestanding fridge-freezer
- Dimensions: 83.3 x 189.8 x 65.3 cm (WxHxD)
- Automatic defrost function

How do you get it?

Change store

Delivery/Deliver to 2135KP2135KP

- Available
- Check availability

In the store

- Order & Collect - Not for sale
- Shop - Order for delivery
- These or similar products can be viewed in the store
- View store inventory

Delivery available from 1 August \$59.00

Scheduled

Available delivery add-ons

Deliver, unpack and connect \$69.00

- Unpack product
- Connect water and run a test cycle
- Take away packaging

Deliver and remove \$79.00

- Get your old disconnected product of a similar type and size taken away

Deliver, unpack, connect and remove \$85.00

- Everything included in Deliver and unpack
- Connect water and run a test cycle
- Plus removal of your old product of a similar type and size



Produktdatenblatt

UVP 599,- €

333,- €

This article is often viewed

• Home delivery

- 1 +

Unsere 2 Geräteschutz Angebote

- ☐ Warranty extension, plus warranty for 5 years one-time payment + 89.99 € unique
- ☒ Warranty extension, Plus Warranty monthly payment + 2.49 € monthly

Unsere 4 Service Angebote

- ☐ Professional connection service with removal of old devices (incl. VAT) + 30,- €
- ☐ Substructure and removal of old equipment (incl. VAT) + 30,- €
- ☐ Professional intermediate frame assembly & connection service with removal of old equipment (incl. VAT) + 64,- €
- ☐ Collection of old devices 0,- €

Stage 2: Consideration – Impact

70%

Drop off due to:

A. Missing Delivery Transparency

B. Unexpected Costs

Our ROLE?

**Serviceability
Transparency**

*Source: Baymard Institute Cart Abandonment Benchmark

Stage 2: Case Study

Source: Baymard Institute PDP
Optimization Study 2023 and Best Buy
Investor Relations 2022 Report.

Improving PDP visibility sets delivery expectations

Problem



Product pages
lacked clear
delivery
commitments

Action



Added real-time
inventory visibility
and delivery date
estimates to the PDP

Impact



Improved PDP to
cart conversion
by 20 %
and reduced bounce
rate by 15%

Supply Chain Role

Inventory data integration
and carrier ETA feeds to front-end

Stage 3 - Purchase

Awareness

Consideration

Purchase

Fulfillment

Post Purchase



Discover
Brand



Compare
Options



BUY
Decision



Order
Delivery



After
Delivery

61%

Consumers willing
to Pay more for
Faster Deliveries

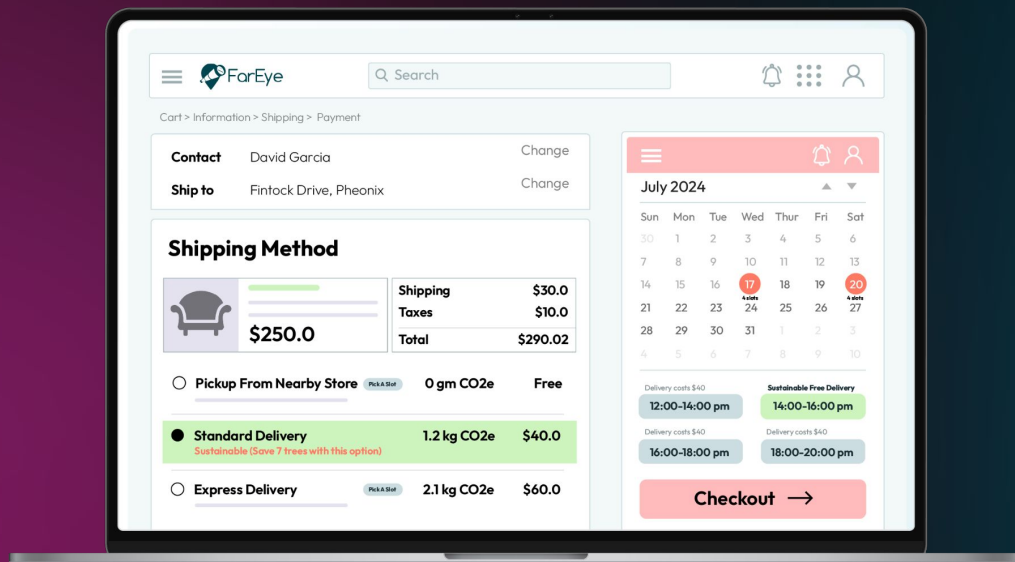
58%

Ecom players today
do not offer Delivery
Slot Selection

**Source: Eye on Last Mile Report*

Stage 3: Purchase

Checkout



Key Purchase Considerations for Consumers:

- **Flexible Delivery Options**
 - Carrier, Standard, Express
 - Pickup, Lockers
- **Time Slots & ETA Guarantee**
- **Green Delivery Options**
- **Service Options**

Stage 3: Purchase - Impact

8-12%

Cart Abandonment due to:

A. Limited Delivery, Service Options

B. No Time Slots, ETA Commitment

Our ROLE?

Flexible Delivery Options

Real Time Capacities

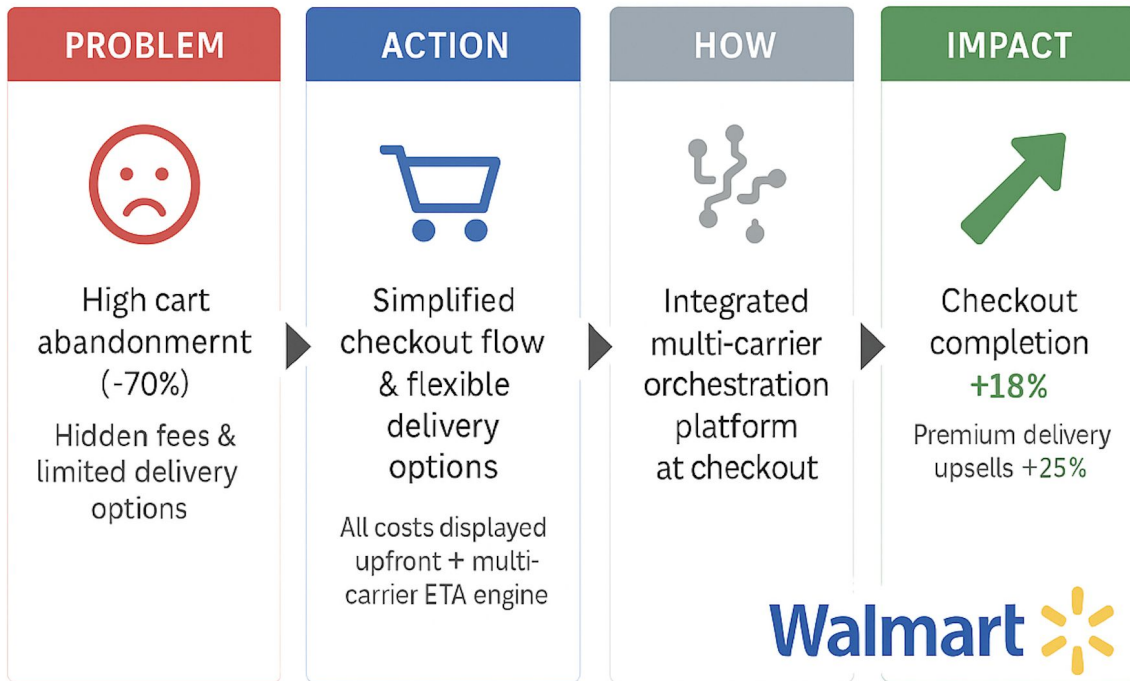
PUDO/Locker/Green Delivery

*Source: Baymard Institute Cart Abandonment Benchmark

Stage 3: Case Study

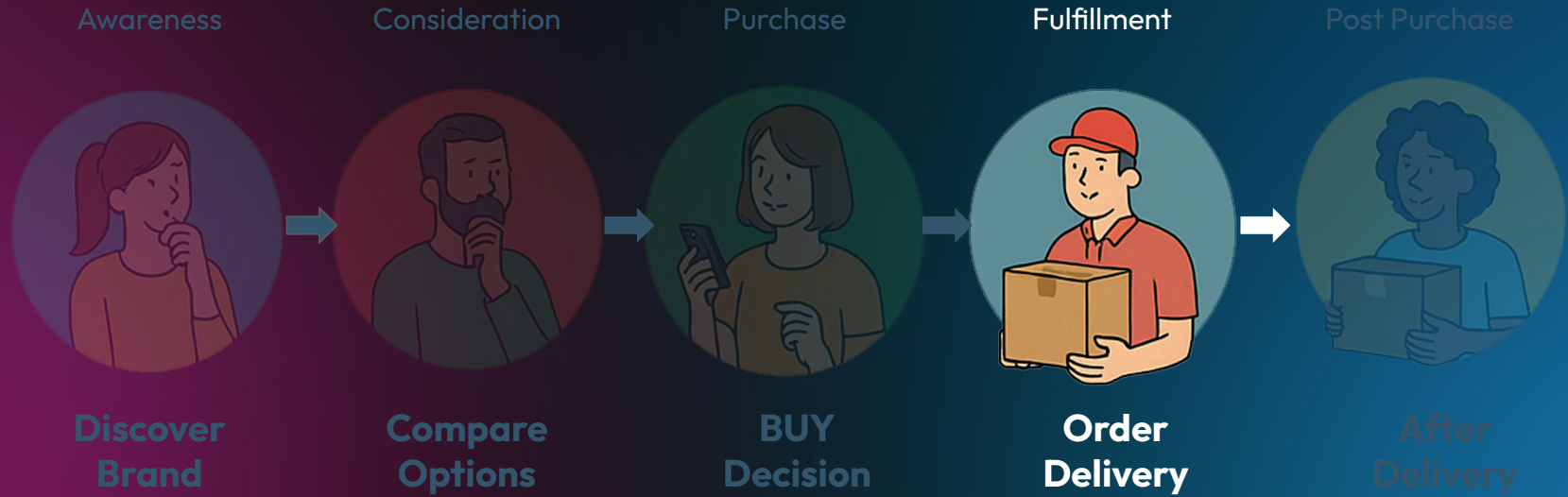
Source: Baymard Checkout UX
Research 2024 + Walmart
Investor Day presentations

Purchase Checkout Completion



Walmart 

Stage 4 - Fulfillment



Core Delivery Experience

Fulfillment = BlackBox

“I was told my order would arrive in 3 days, it’s already been more than 5 days and there’s no communication and update after purchase confirmation email.”

“I need to go to office on the day when I selected the delivery date due to an urgent matter. There’s no option to reschedule/request for delivery at office address. Please help”

“I had my bed delivered but without screws and pillows. I’ve got an email stating my delivery is complete, are you nuts?”



Rodrigo Fritas Awards

@Rotelipe 4

I came home with a brand new fridge to find that ...our old one is blocking the entrance.

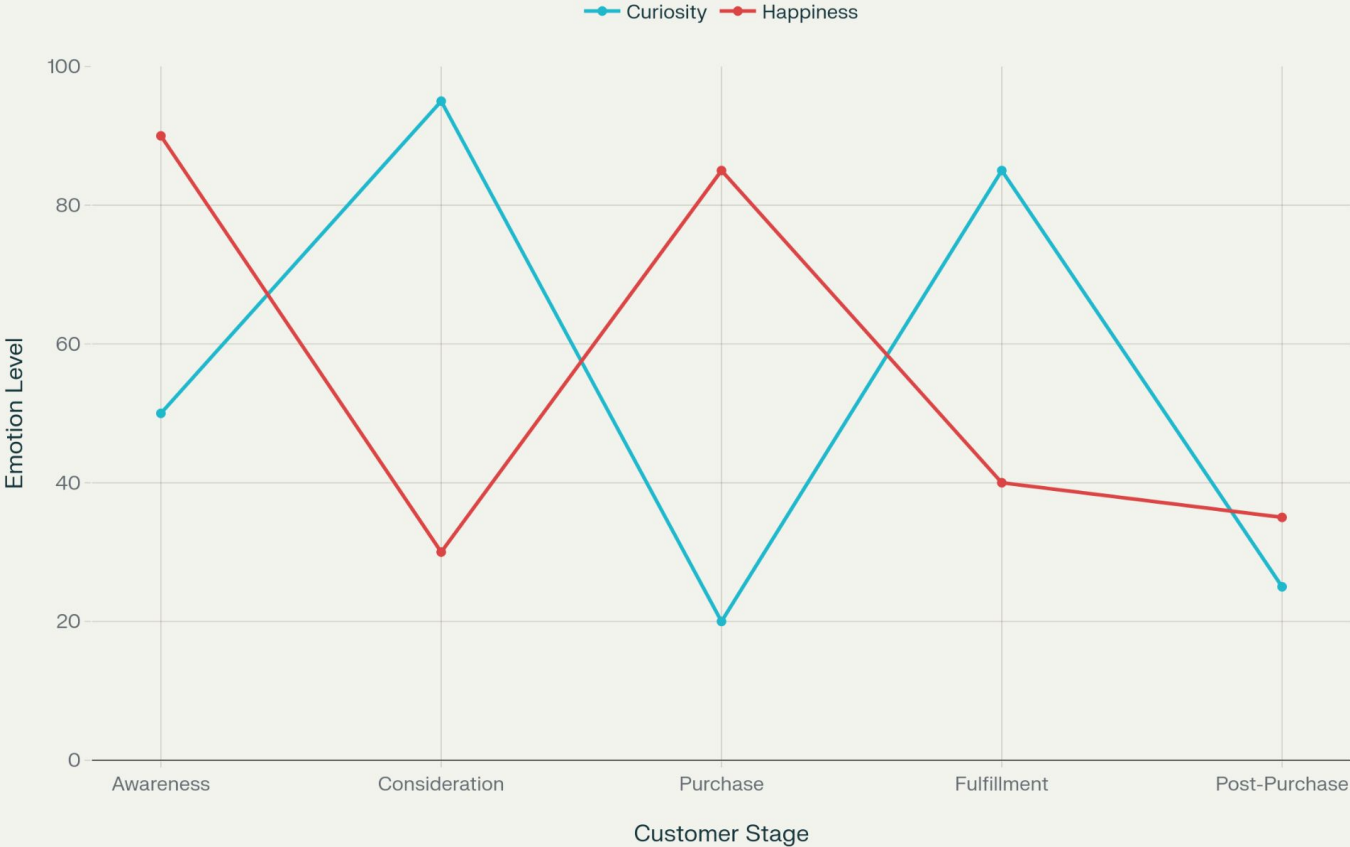
Can't even open the door.



1:50 PM - Mar 26, 2019

“One wrong delivery = 5 angry calls.”

Customer Emotional Journey



Stage 4: Fulfillment - Impact

30%

Customer CHURN due to:

- A. Missed/Inaccurate ETA
- B. No proactive communication
- C. No flexibility to adjust delivery post purchase

Our ROLE?

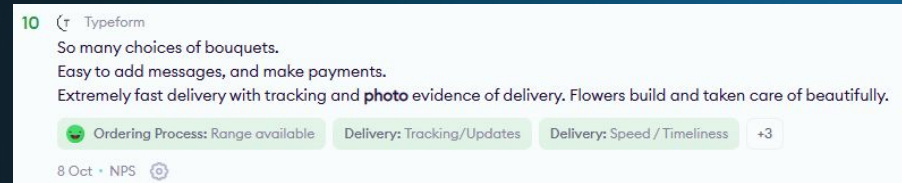
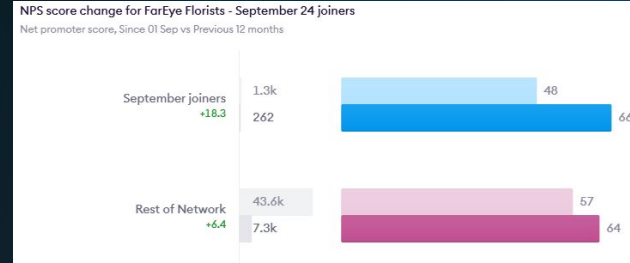
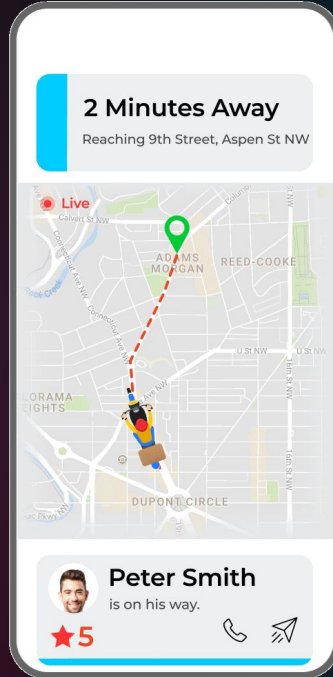
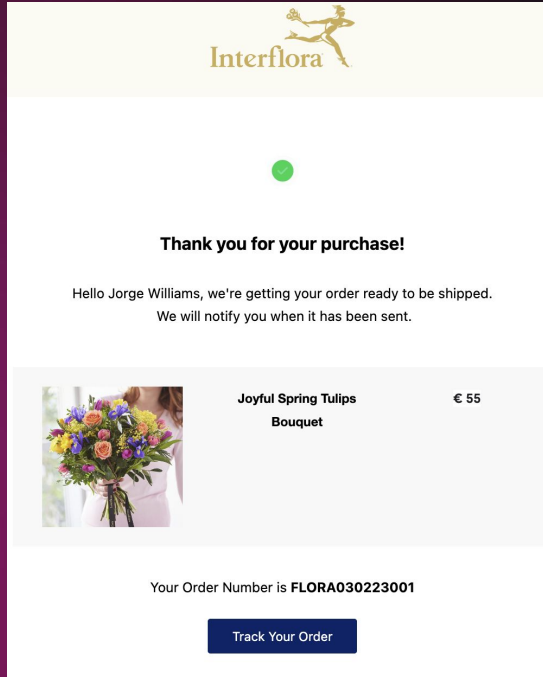
**Support Customer Emotions
Accurate ETAs
Proactive Communications
Rescheduling Options**

**Connect all stakeholders:
Driver, Customer Support,
Customer**

**Source: Eye on Last Mile, Metapack Consumer Report*

Stage 4: Case Study

Interflora's - Journey to Most Loved Brand in UK



Source: FarEye & Interflora Business Reviews

We know where our Job Starts

Stage 1 - Awareness

**But, where does our job
End?**



Samuel Harrison

Problem with my refrigerator

I bought a refrigerator from your company about two years ago, and now it's just stopped working entirely.

I'm extremely frustrated! Since it's still under warranty, I expect a replacement to be arranged as soon as possible.

Or I want a full refund.

 **Linkeln**



I'm very disappointed – my refrigerator has completely stopped working after just two years. This is unacceptable! I need it repaired or replaced under warranty ASAP, or I'll be expecting a **full refund**. Please help!



Stage 5 - Fulfillment

Awareness

Consideration

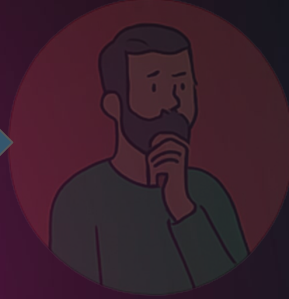
Purchase

Fulfillment

Post Purchase



**Discover
Brand**



**Compare
Options**



**BUY
Decision**



**Order
Delivery**

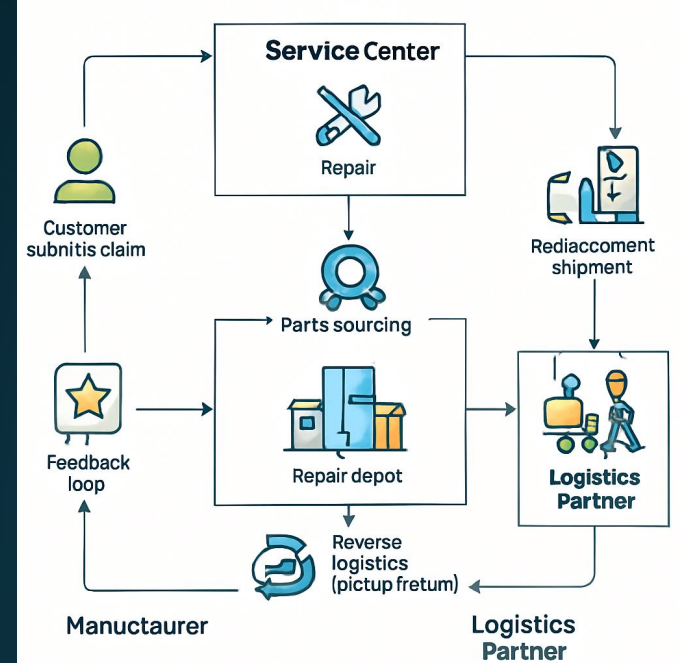
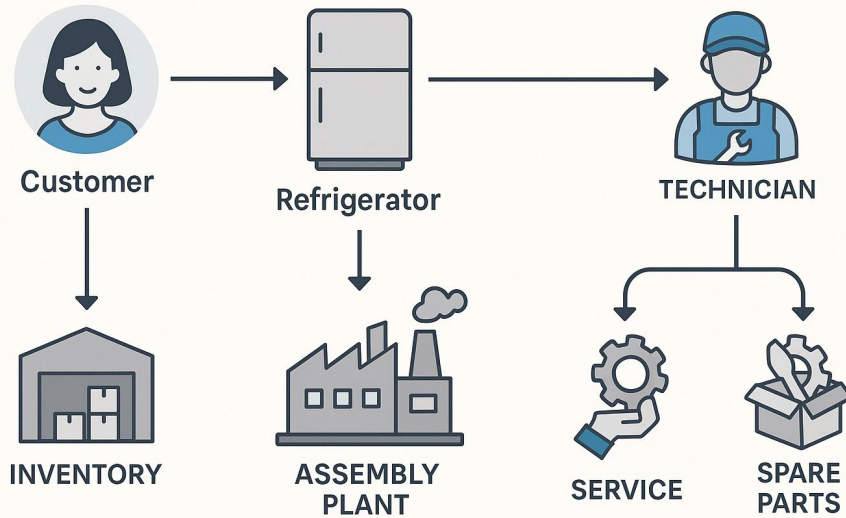


**After
Delivery**

Returns, Exchanges, Repairs, Collections

Stage 5: Post Purchase

REWORK ORDER – AFTER 2 YEARS



Stage 5: Post Purchase – Impact

84%

Won't RETURN (Repeat Purchase) due to:

- A. Complicated Returns
- B. Lack of visibility of Refunds/Replacements

Our ROLE?

**Ease Returns,
Collections
Process. Maintain
Trust for
Transparency**

*Source: Baymard Institute Cart Abandonment Benchmark & * Narvar Returns Report

Stage 5: Case Study

Source: Zappos annual report 2023*

Post-purchase

Zappos
+con

Problem

Complex return process
created friction

Action

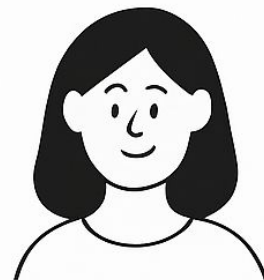
One-click free returns
+ instant refund credits

How

Reverse logistics automation
Partnerships with drop-off points
Instant wallet crediting

Impact

Repeat purchase rate **↑ 4-5x**
NPS top of retail



Customer Journey Flow

Sets delivery expectations

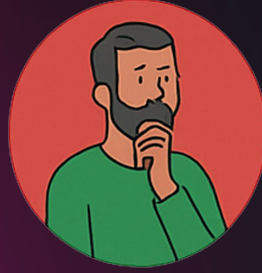


Awareness

34-40%

Drop-off
Brand Trust Gap

Delivery affects decision



Consideration

69-70%

Drop-off
Missing Delivery
Transparency

Shipping drives conversion



Purchase

8-12%

Drop-off
Delivery Delays
Limited Options

Core delivery experience



Fulfillment

30%

Drop-off
Lack of Proactive
Communication

Returns & exchanges

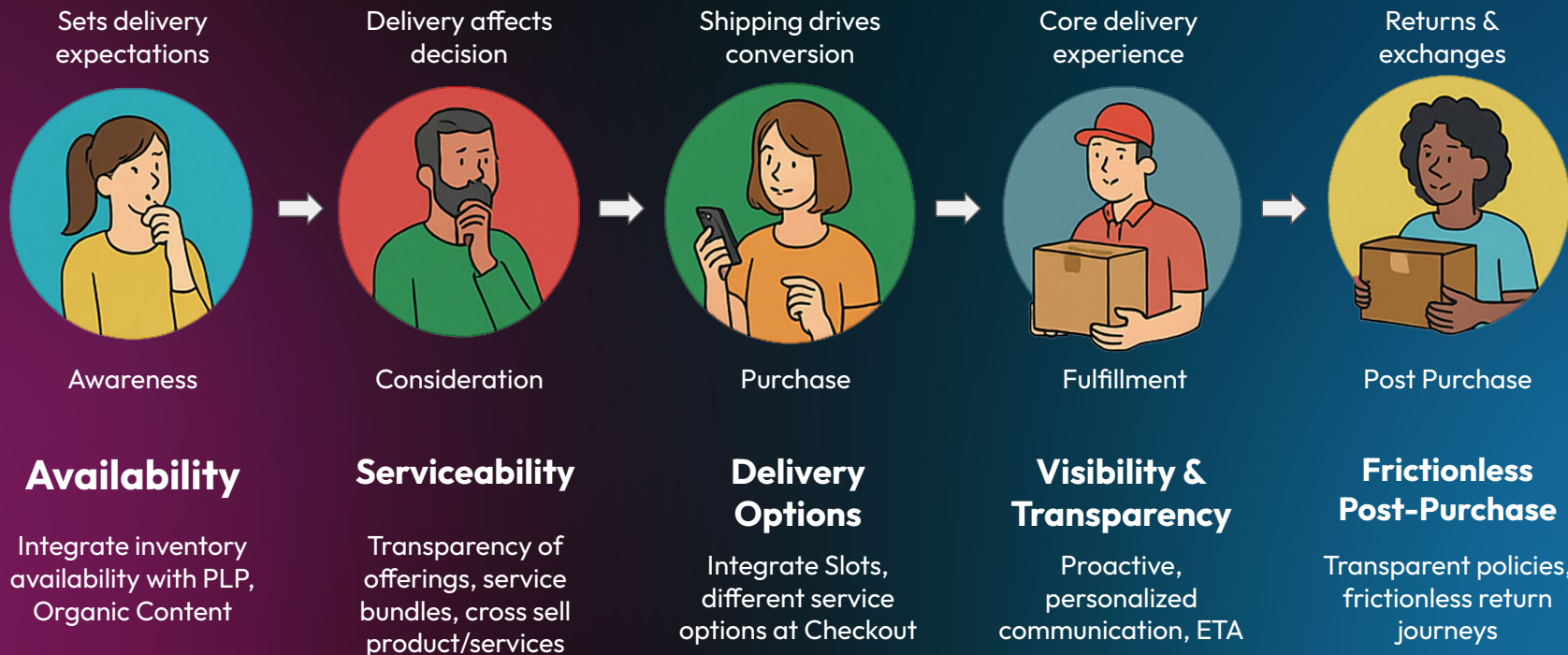


Post Purchase

84%

Complicated Returns
Slow Refunds

Technology's Role to make Journey Seamless





Thank You

thelastmileleaders.com

Let's Craft Seamless Journeys for our
Customers together...!!!