

Map the customer journey and workflow

SOP template

Premium lesson companion

Teaching brief • applied vocabulary • guided workbook • knowledge check • answer guide

Name _____

Date _____

Map the customer journey and workflow

A customer journey shows the experience; a workflow shows the internal work required to deliver it. Mapping exposes gaps, delays, and unclear ownership.

The deeper idea

The customer journey records what the buyer experiences; the workflow records what the organization must do. Reading them together exposes waits, duplication, and promises no one owns.

Learning objectives

- Explain customer journey in the context of map the customer journey and workflow.
- Distinguish workflow from an assumption or promotional summary.
- Show how handoff changes cost, timing, control, responsibility, or risk.
- Complete the sop template using traceable source information.

Vocabulary in action

customer journey	Locate it in source material and state what it measures or governs.
workflow	Use it to make the comparison concrete instead of relying on a label.
handoff	Name who carries responsibility, what triggers it, and which control makes it visible.

Move from information to a responsible next step.

1. Define the exact question

State the purpose, deadline, and consequence of delay. Connect the question directly to map the customer journey and workflow.

2. Gather governing evidence

Collect current agreements, statements, official disclosures, operating records, or program instructions. Record the source and date.

3. Apply the vocabulary

Locate customer journey, workflow, and handoff in the real document or process. Translate each into a dollar, date, action, control, or responsibility.

4. Test a difficult case

Change one important assumption - timing, volume, cost, income, access, or support - and explain whether the plan still works.

5. Record the decision

Choose proceed, revise, compare, seek qualified review, or stop. Name the next action, its owner, and the review date.

Applied scenario

A learner must make this decision this month. The learner gathers governing records, locates customer journey, workflow, and handoff, and completes the assignment. The decision pauses if the difficult-case test exposes an obligation or operating risk that cannot be managed.

SOP template

Map inquiry through follow-up, naming each handoff, tool, owner, and customer expectation.

Purpose: What exact decision does map the customer journey and workflow support?

Evidence: Which source documents prove the facts? Include dates.

Terms: Where do customer journey, workflow, and handoff appear, and what does each change?

Stress-test and decision record

Stress test: Which assumption is most fragile, and what happens if it fails?

Decision record: What is the next action, who owns it, and when will it be reviewed?

My recorded status

☐ Proceed ☐ Revise ☐ Compare ☐ Seek qualified review ☐ Stop

Confirm your understanding.

1. State the central teaching in your own words.

2. How do customer journey and workflow work together?

3. What evidence is strong enough to use?

4. What would make the plan pause?

5. What belongs in the finished assignment?

Compare reasoning, not just wording.

1. State the central teaching in your own words.

The customer journey records what the buyer experiences; the workflow records what the organization must do. Reading them together exposes waits, duplication, and promises no one owns.

2. How do customer journey and workflow work together?

Define each, locate both in source material, and explain their combined effect on the decision.

3. What evidence is strong enough to use?

Current, relevant, traceable information from an agreement, statement, official source, operating record, or qualified professional.

4. What would make the plan pause?

A missing governing fact, unsupported claim, unmanageable stress case, or inability to explain the responsibility attached to handoff.

5. What belongs in the finished assignment?

Purpose, sources, term definitions, comparison or calculation, difficult-case result, unanswered questions, responsible owner, and review date.

Education-only boundary

This resource provides general education. It does not submit applications, negotiate with providers, handle customer funds, promise outcomes, or replace individualized guidance from an appropriately qualified professional.