

Resources for Setting Up Your Customer Journey Map

*This is an extra resource to go along with the original article:
[Implement These Customer Success Strategies in Your SaaS](#)*

Create a customer persona for each type of customer that you anticipate working with.

Use these resources:

[Creating B2B Customer Personas for Your SaaS](#)

[How to Develop a Customer Persona That Improves Conversion Rates](#)

Define goals for each customer persona. What are they hoping to accomplish by using your product?

Use these resources:

[5 Techniques to Help You Truly Understand Your Customers](#)

[10 Methods for Identifying Customer Needs](#)

Create a map of your customer's experience from awareness to adoption to advocacy.

Use these resources:

[How To Create A Customer Success Journey Map](#)

[The Definitive Guide to Customer Success Journey Mapping](#)

Select milestones along the customer's journey where you'll reach out to the customer.

Use these resources:

[The Essential Guide to the Customer Journey and Lifecycle](#)

[The Milestones of the Recurring Revenue Customer Journey](#)

Create a script for reaching out to your customer.

Use these resources:

[Make customers happy with these 12 email templates](#)

[How to Handle Common Customer Success Scenarios](#)

Set up behavioral triggers so that you can quickly respond to your customer's activity and inactivity.

Use these resources:

[9 Emotional Triggers To Influence Customer Buying Behaviors](#)

[6 Super-Psychological Triggers to Use for Maximum Customer Retention](#)

Find any roadblocks along your customer's journey through surveys.

Use these resources:

[10 Essential Tactics for Creating Valuable Customer Surveys](#)

[The Ultimate Guide To Creating A Customer Survey \(With Questions!\)](#)