

## Customer Value Journey Map

**Does your business understand what creates value for your customers and what decreases it?**

**Do you know what are the different phases of the customer value journey and how the value is created during the journey?**

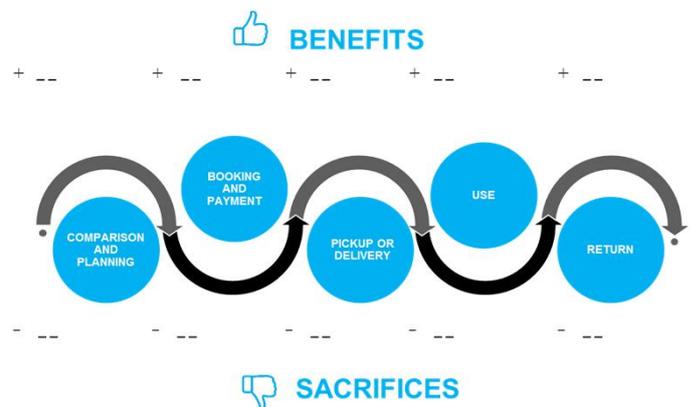
**Could your service or product create more value during the journey?**

Mastering how value is created for customers during their journey is essential to the long-term success of any company. In the eyes of the consumers, the more they gain value, the more preferred and attractive the product or service is. Being able to recognise where value is created during the customer journey and where it is not, therefore, plays an important part in business model innovation and service design.

The Customer Value Journey Map (CVJM) has been developed, tested and refined in the AARRE project. It starts with defining the customer journey of the analysed service/product by identifying the major steps during the journey from the beginning to the end.

Then, each step is observed in the perspective of customer value meaning that the customer value is divided into customer benefits and sacrifices in each step.

As a result, an understanding on the value creation in the customer journey is created. This knowledge can be used for further development of the service/product. It also facilitates for making easy comparison between different solutions, for example selling a product versus selling an ownership.



### CVJM helps businesses to

- to evaluate and formulate the customer experience
- to create an in-depth understanding when and how value is created and destroyed for customers
- to map problems in services but also finding new ways to run existing services (Holmlid & Evenson 2008).

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