

YOUR GROWTH. OUR RESPONSIBILITY.



# Customer journey mapping: the path to growth

Isidoros Sideridis  
CEO, Pobuca

Follow me on 

# About Pobuca

Employees  
**100**



Revenue  
from 25 countries

**5M**



Pobuca Suite



 Microsoft Dynamics 365

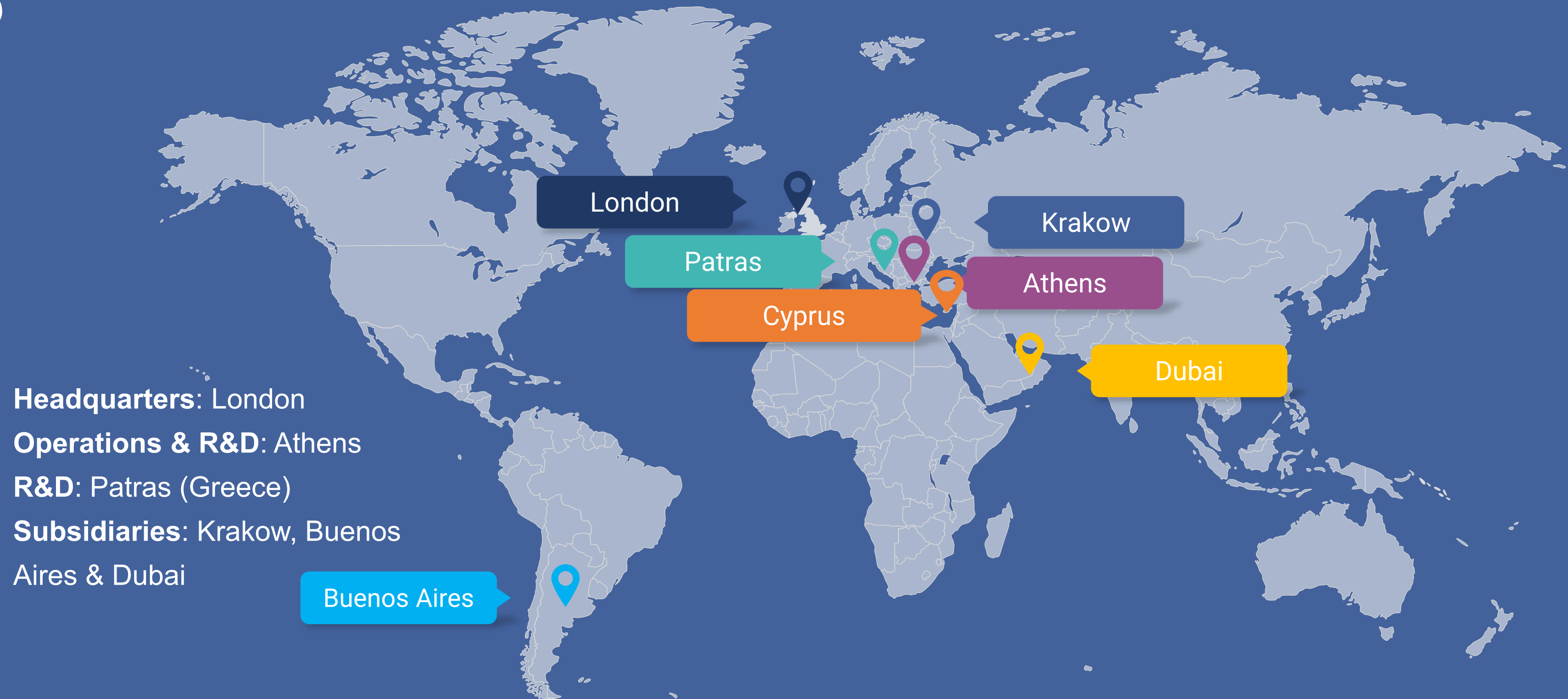
 Office 365



Brand &  
Retailers

**20%**  
SALES INCREASE

# Corporate structure



**Headquarters:** London

**Operations & R&D:** Athens

**R&D:** Patras (Greece)

**Subsidiaries:** Krakow, Buenos

Aires & Dubai



# Why CRM matters

## Top 11 Business Priorities

Percentage of Respondents Ranked by Summary Top Three Mentions



[gartner.com/SmarterWithGartner](https://gartner.com/SmarterWithGartner)

n=473  
 Base: All respondents  
 Q: Please tell us about your organization's top five strategic business priorities for the next two years (2019/2020)  
 Source: Gartner  
 © 2019 Gartner, Inc. All rights reserved.

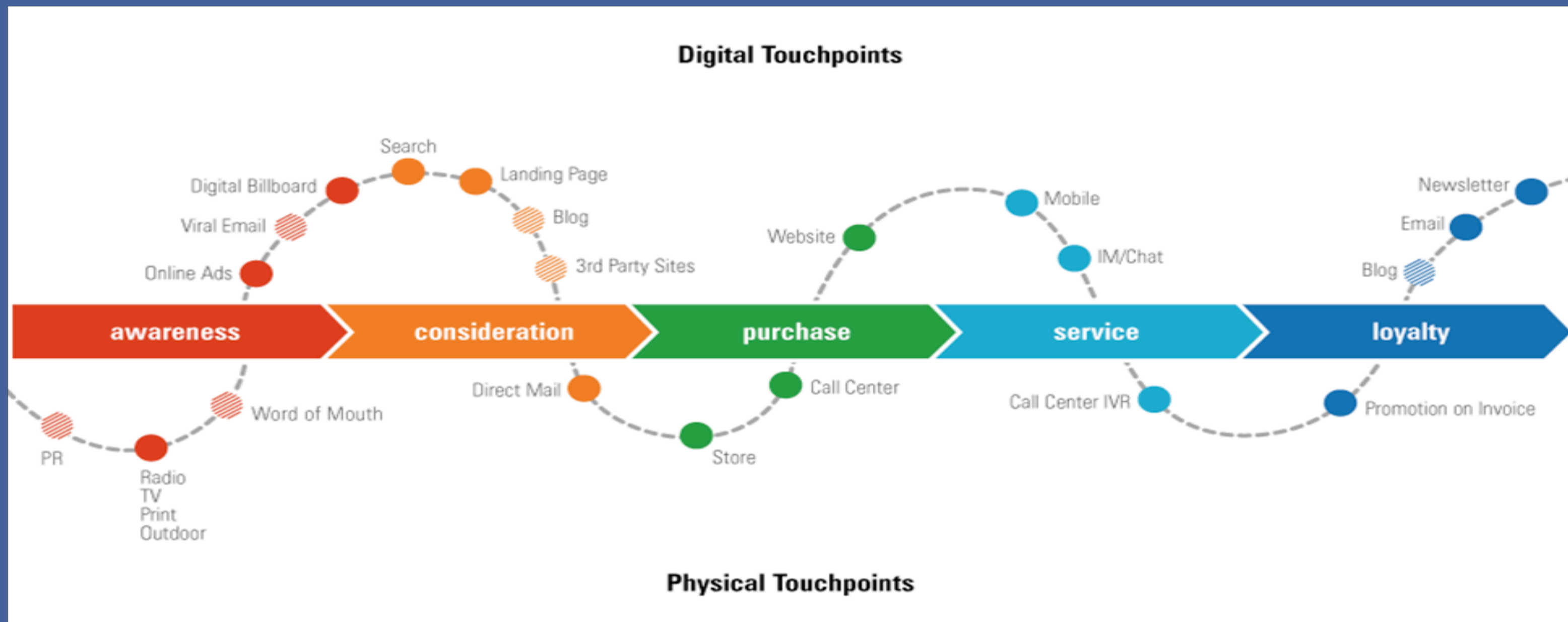
**Gartner**

53% of top level executives consider **growth** as their **top priority**

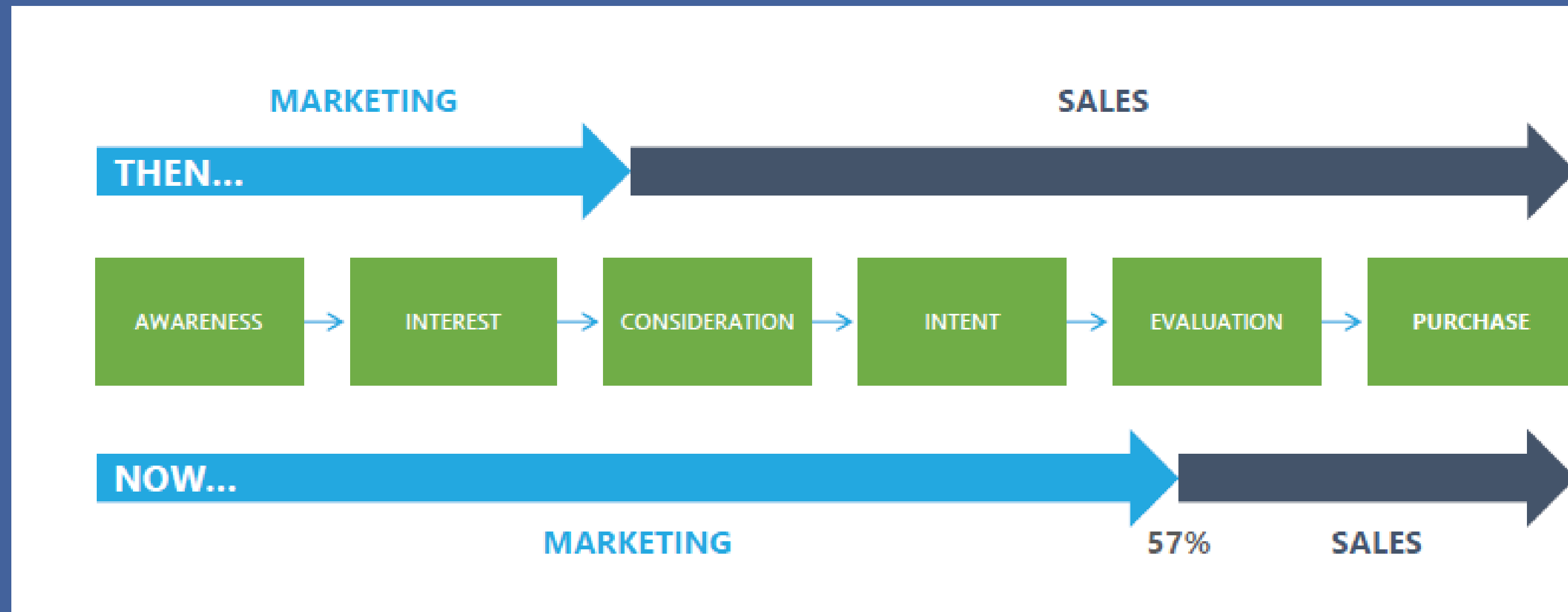
CRM is *the largest software market* with \$48b and *the fastest growing* with 16% YoY

# Evolution in customer engagement





# Roles of marketing & sales



“Salespeople are the confirmation buyers need that they made the right purchase”.



# We are not all the same!

(even if we look sometimes)

## VS

Customer X

Customer Y

- ✓ Born in 1948
- ✓ Grew up in England
- ✓ Married twice
- ✓ Successful in Business
- ✓ Spends his winter holidays in Alps
- ✓ Likes dogs

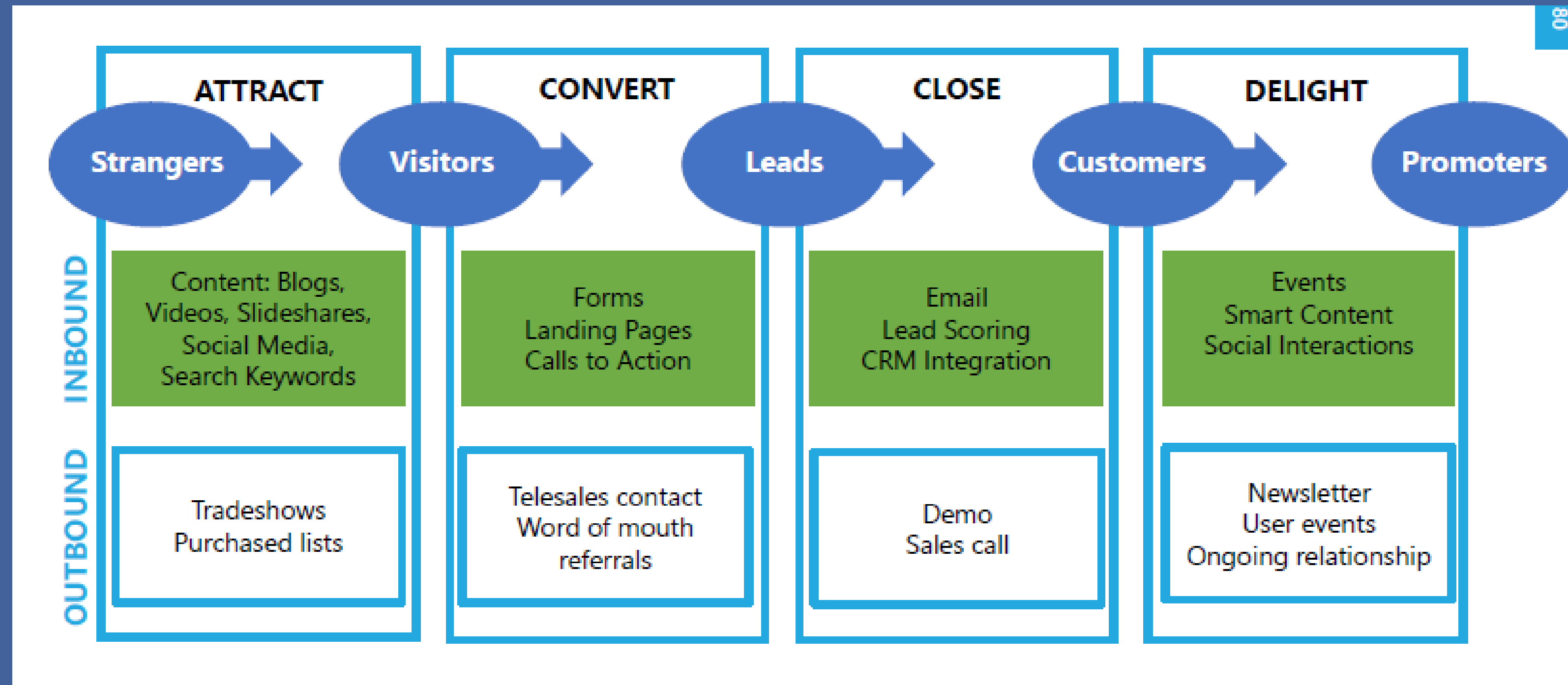


- ✓ Born in 1948
- ✓ Grew up in England
- ✓ Married twice
- ✓ Successful in Business
- ✓ Spends his winter holidays in Alps
- ✓ Likes dogs

# Profiling Customers - Criteria

Demographic (who they are)		Psychographic (how they think)		Behavioral (what they do)		Environment (where they are)	
B2B	B2C	B2B	B2C	B2B	B2C	B2B	B2C
<ul style="list-style-type: none"> <li>• Annual revenue</li> <li>• # of employees</li> <li>• Industry</li> <li>• # of locations</li> <li>• Years in business</li> <li>• Markets served</li> <li>• Product/service</li> <li>• Job title</li> <li>• Level of experience</li> </ul>	<ul style="list-style-type: none"> <li>• Age</li> <li>• Income</li> <li>• Marital status</li> <li>• Education</li> <li>• Family size</li> <li>• Gender</li> <li>• Geo Location</li> <li>• Social circles</li> <li>• Occupation</li> </ul>	<ul style="list-style-type: none"> <li>• Resistance to change</li> <li>• Market focused</li> <li>• Open-minded</li> <li>• Decision process</li> <li>• Early adopter</li> <li>• Growth vs Static</li> <li>• Professionalism</li> <li>• Tech sophisticated</li> <li>• Require referrals</li> <li>• Risk aversion</li> <li>• Loyalty</li> <li>• Likes / Dislikes</li> </ul>	<ul style="list-style-type: none"> <li>• Brand preferences</li> <li>• Price sensitive</li> <li>• Conservative/Liberal</li> <li>• Environment friendly</li> <li>• Hobbies</li> <li>• Lifestyle</li> <li>• Information sources</li> <li>• Service preference</li> <li>• Buy based on trends</li> <li>• Spontaneous</li> <li>• Influenced by peers</li> </ul>	<ul style="list-style-type: none"> <li>• Website visits</li> <li>• Response to marketing</li> <li>• Purchasing methods</li> <li>• Internet usage</li> <li>• Collateral consumed</li> <li>• Media consumption</li> <li>• Habits &amp; skills</li> <li>• Research methods</li> </ul>	<ul style="list-style-type: none"> <li>• Purchase history</li> <li>• Where they shop</li> <li>• Store preferences</li> <li>• Internet usage</li> <li>• Impulsiveness</li> </ul>	<ul style="list-style-type: none"> <li>• Technology</li> <li>• Purchasing power</li> <li>• Management style</li> <li>• Purchasing process</li> <li>• Business culture</li> </ul>	<ul style="list-style-type: none"> <li>• Country of residence</li> <li>• Political climate</li> <li>• Currency</li> <li>• Payment methods</li> <li>• Shipping &amp; receiving</li> <li>• Languages spoken</li> </ul>

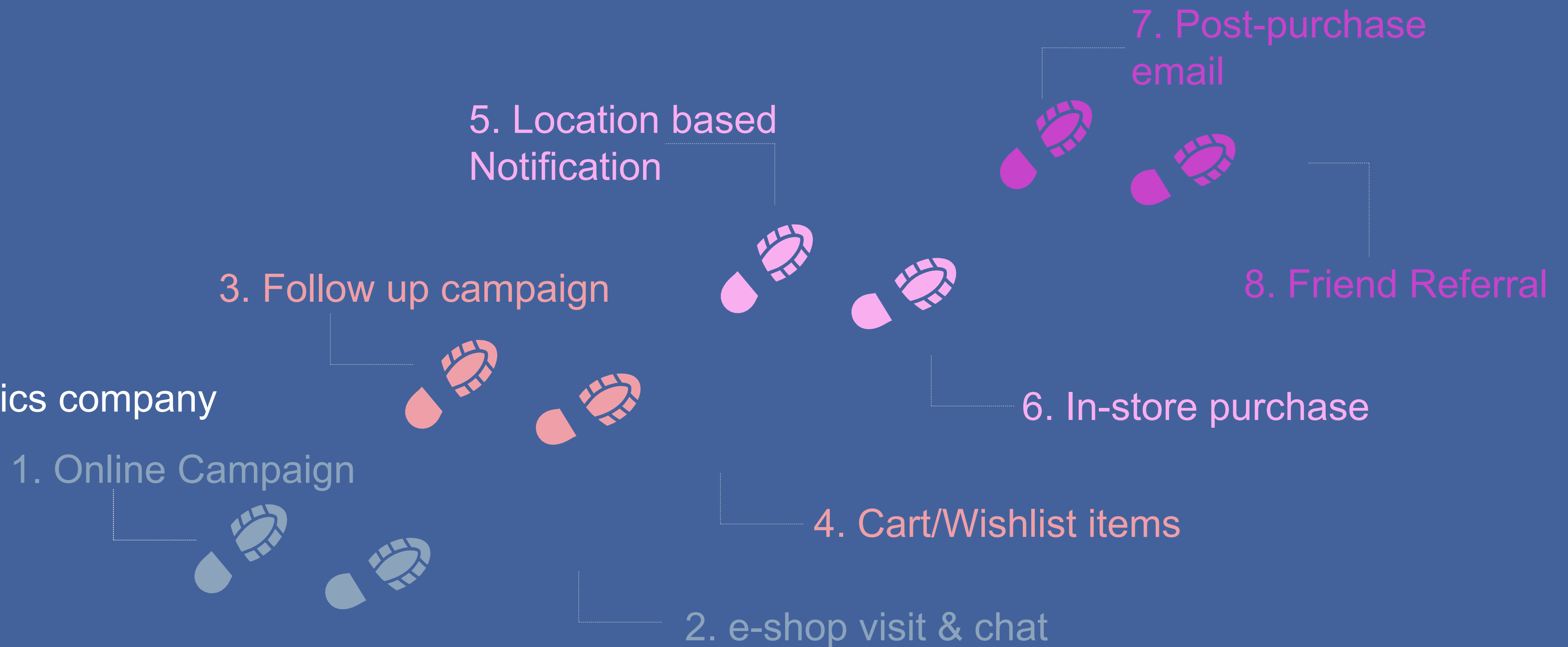
# Customer Journey



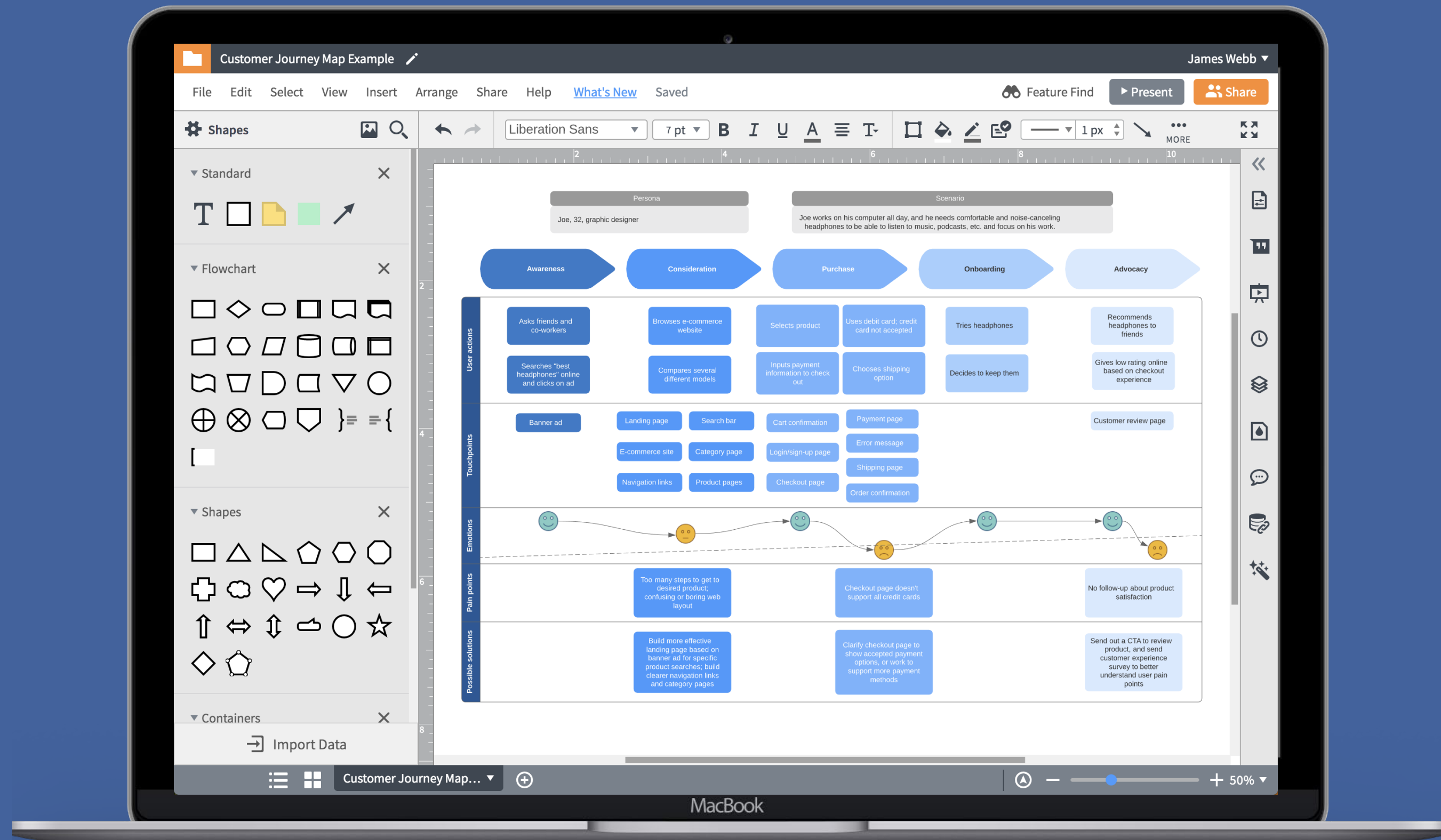
# Customer Journey



A Cosmetics company



# Customer Journey mapping





# Join us tomorrow and learn more!



[marketing@pobuca.com](mailto:marketing@pobuca.com)



[www.pobuca.com](http://www.pobuca.com)

