

Customer journey mapping

EXPORT MARKETS THINKING AID

DISTIL · DISCOVERY STAGE

Executive summary

This worksheet is a preliminary-thinking aid, not a finished map. It helps you surface where your existing customer journey map may not translate to a new market, before you spend a dollar entering it. Work through it once on your own to expose your assumptions. Then take it to someone who actually lives and works in your target market. Their corrections are the real insight. Treat the answers as starting points for conversation, not as conclusions.

Your context

YOUR HOME MARKET

Where the journey works today.

YOUR TARGET MARKET

Where you suspect it will not.

YOUR BUSINESS MODEL

B2B · B2C · Hybrid (circle one)

WHERE YOU SUSPECT THE BREAK IS

Awareness, Consideration, Decision, Retention or Advocacy.

Three reframes before you begin

Look past the product to the consumption.

The job your customer is hiring your product to do is universal. The consumption pattern around it is not. Hold the job constant. Redraw the journey.

Allocentrism beats the playbook.

Allocentrism is the discipline of stepping out of your own perspective long enough to see another person's reality. Your home-market assumptions are a lens you cannot see through. Get on the ground locally, and talk to people who actually understand how decentralised markets work.

Stop where you cannot answer honestly.

If you cannot describe what shifts at a stage from observation rather than theory, that gap is your next research move. It is not a guess to fill in.

Discovery cue

What is the signal in your target market that you are not yet seeing? And what would it take to see it?

Seven cultural variables that shift between markets

Same variable. Different lens in B2B versus B2C. Work both columns. They will tell different stories.

1 Discovery channel

AWARENESS STAGE

Where the buyer in this market actually looks for companies like yours.

B2B LENS

Trade association directories, industry conferences, distributor catalogues, named referrals from existing buyers. Which of these does your target buyer actually use, and which is just where you wish they looked?

B2C LENS

Marketplace search, social platforms, retailer shelves, friend referrals, influencer mentions. In your target market, which channel carries the most weight, and which local platforms are dominant that you may not yet be on?

2 Trust signal

CONSIDERATION STAGE

What counts as credible at first contact, and what counts only later.

B2B LENS

Named local customer, regulatory tick, founder bio, third-party analyst review, government registration. Rank the four most important for a buyer in your target market. Be honest about what you do not yet have.

B2C LENS

Retailer endorsement, third-party review platforms, recognisable certification, country-of-origin story, influencer trust. Which signal carries weight here, and which would feel foreign or pushy in this market?

3 Decision unit

CONSIDERATION · DECISION

Who else has to nod before this purchase moves forward.

B2B LENS

Technical evaluator, budget holder, in-country distributor, procurement gatekeeper. Name each role for your target market. In what order do they say yes, and what does each one need to see?

B2C LENS

The buyer, the household partner, the influencing peer, the gatekeeping parent or child. Who else holds influence over this purchase in your target market, and at what stage do they enter?

The transaction and what comes after

Payment and post-purchase are where the home-market assumptions break most often without warning.

4 Payment expectation

DECISION STAGE

How the transaction actually works in this market.

B2B LENS

Currency, foreign-exchange hedging, invoice terms (thirty, sixty, ninety day), purchase-order processes, procurement-gate timing, escrow requirements. What feels risky here that felt normal at home?

B2C LENS

Local wallet apps, buy-now-pay-later, cash on delivery, debit-first cultures, instalment norms. Which payment methods are non-negotiable in this market, and which would lose the sale by their absence?

5 Post-purchase rhythm

RETENTION STAGE

What the customer expects after they have paid, and whose clock you are on.

B2B LENS

Onboarding pace (immediate or quarter-aligned), support hours and escalation path, account-management cadence, executive sponsorship norms. A buyer twelve time zones away holds a different definition of responsive.

B2C LENS

Delivery promise, returns clarity, support channels (chat, messaging app, phone), warranty norms, repurchase prompts. What does this market consider normal service, and what reads as exceptional or lacking?

Notes and observations from your in-market conversation

What did your in-market contact correct you on? Where were you most wrong? Capture the exact phrases they used.

Where the new map most often leaks

Complaint and advocacy are most likely to be missed from a home-market journey. They reward close attention.

6 Complaint norm

RETENTION STAGE

Whether this market expects to be heard, ignored or compensated when something goes wrong.

B2B LENS

Direct escalation to senior contact, formal SLA recourse, peer-to-peer industry pressure. How does a B2B buyer in this market express dissatisfaction, and what actually closes the loop?

B2C LENS

Public review on local platforms, social-media call-out, formal complaint to a regulator, word-of-mouth in tight communities. What is the expected pathway, and what is the expected response from a brand?

7 Advocacy mechanism

ADVOCACY STAGE

How a happy buyer in this market brings the next one to your door.

B2B LENS

Quiet introduction inside a closed network, named-customer testimonial, conference panel mention, industry-association recommendation. Public or private, design for the mechanism that actually moves in this market.

B2C LENS

Public review, social share, peer recommendation in WhatsApp or LINE or WeChat groups, family endorsement. How do customers in this market actually pass on a recommendation, and what makes them want to?

Now map the seven variables onto your customer journey stages

AWARENESS > CONSIDERATION > DECISION > RETENTION > ADVOCACY

Mark, for each stage, which variables shift most in your target market. The stages where two or more variables shift are your priority redraws. Leave the rest of the map as it was.

NOTES

Then watch your AFAR signals

The AFAR Framework™ is Good CX's measurement framework, four signals that track whether the work is actually moving the customer relationship rather than just generating activity. In a new market you have no home baseline to lean on. These four are the earliest read on whether the redraw is landing. [Find out more about the AFAR Framework™ on our methodology page.](#)

Allocentric Affinity

Are values aligned? Do customers describe you back in their own words and yours?

Track: unprompted brand language in reviews, sentiment in support conversations, retention by values-aligned cohort.

Felt Frequency

How often are you actually felt by the customer, not just transmitted at them?

Track: open-and-act rates, repeat engagement intervals, share-of-mind survey signal.

Attuned Advocacy

Will customers lend you their voice when no one is asking them to?

Track: unprompted referral, defensive support during a complaint, organic mention on local platforms.

Regulated Recency

Are customers showing up at a sustained cadence, or lurching between silence and panic?

Track: time-since-last-engagement distribution, lapsed-customer reactivation rate, cadence stability.

Not ready to act? · OPEN Method™

OPEN is Good CX's framework for building the team conditions that make change possible: psychological safety, decision speed and shared ownership. Insight without those conditions dies in a workshop.

What to do next

- 1 Work the worksheet alone first. Note where you are guessing rather than observing.
- 2 Take it to someone in your target market. Their corrections are the actual insight.
- 3 Redraw only the stages where two or more variables shift. Leave the rest as it was.
- 4 Read the full framework: goodcx.co.nz/2026/06/customer-journey-mapping-export-markets/
- 5 Want a thinking partner? [Book a 15-min chat.](#)

