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THE RESEARCH OF THE CUSTOMER JOURNEY OF USERS OF LOCAL TREATMENT FACILITIES MADE OF FIBERGLASS AND COMPOSITE MATERIALS USING THE CUSTOMER JOURNEY MAP

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The current conditions for the functioning of enterprises-manufacturers of local treatment facilities made of fiberglass and composite materials have been given, a significant impact on the performance of which is carried out, first of all, by the development of scientific and technical progress and changes in the requirements of consumers of such types of products. The current state of research of approaches to the formation of the customer journey of users of various products and services with the help of modern marketing tools presented in special and scientific literature has been analyzed, the results of which indicate that attention has been paid to these issues and problems. At the same time, regarding the methodological approaches to the formation of the Customer Journey Map, it is advisable to note that such issues are described rather thesis in the recommendations of practitioners-marketers, which, in turn, emphasizes the importance of creating a scientifically grounded basis for application in the practical activities of business entities of different forms of ownership in modern conditions of the Ukrainian market functioning. The essence of the Customer Journey Map marketing technology has been analyzed. The sequence of the Customer Journey Map formation has been generalized. Modern tools for creating a Customer Journey Map have been characterized. The AIDA marketing formula has been proposed to use when a Customer Journey Map building is doing. It has been proposed to supplement the AIDA marketing formula with a loyalty support component. The necessity of using User Scenario and User Story during the construction of the Customer Journey Map has been substantiated. The main groups of consumers of the product “local treatment facilities made of fiberglass and composite materials” have been identified (specific private households; developers; designers; construction organizations; investors; business entities of different forms of ownership and different scales of activity). The User Scenario, User Story and Customer Journey Map have been formed for a specific group of local treatment facilities users “specific private households”.

Keywords: marketing technologies, communication strategy, visualization of company-client communication, customer segmentation, customer motives, product improvement, service quality, sales increase and customer loyalty increase.

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Introduction and problem statement

In the transformational changes of the economic space, in the conditions of which Ukrainian enterprises operate and which are caused by global and local problems, the task of maintaining the profits necessary for economic activity is combined with challenges based on customer needs

and solutions that can be offered to solve specific problems that are set to meet the needs of consumers. Modern consumers, at the same time, are quite demanding and require quick solutions, which, in addition, meet the quality requirements of ISO criteria, reduce the cost of the product, as well as lead to an effective presentation of the product. All

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these factors directly affect the cost of the product, and, ultimately, the specific financial results of the manufacturer, which conducts marketing research of the market in which it operates, and, accordingly, incurs specific costs, which may change its range, which, in turn, leads to changes in many aspects of its activities, in particular, logistics, engineering, financial indicators, etc.

Under modern conditions of functioning of the economy of Ukraine and the global economy in general, such a situation is typical for domestic companies-manufacturers of local treatment facilities made of fiberglass and composite materials.

The modern Ukrainian market of local treatment facilities made of fiberglass and composite materials is rapidly flowing due to the requirements of modern consumers of such products. In accordance with modern market requirements, manufacturers of local treatment facilities made of fiberglass and composite materials must meet customer requirements for the quality of such products, which have certain features: low specific weight; high corrosion resistance (more than 50 years); chemical resistance; high specific strength; resistance to changes in temperature; modern design, etc. [1].

Therefore, understanding the needs and requirements of customers of a particular type of product should provide the manufacturer of such a product information on how to form tactics and strategy of the manufacturer.

Nowadays, with the use of large data sets in marketing, the customer's understanding has changed: it is possible to determine his habits, preferences, motives before making a purchase. Information about who, how and why makes purchases helps to find weaknesses in the company's work. These data show how to improve the product and the quality of service in order to increase the benefits for both the buyer and the company.

Marketing uses visualization tools to aggregate and aggregate customer data, such as Customer Journey Map as part of a modern product development methodology based on a detailed analysis of audience needs and behavior.

Thus, in order to substantiate the weighted recommendations for the implementation of specific actions of the company-manufacturer of local treatment facilities made of fiberglass and composite materials on the market, it is necessary to study the customer path of users of this type of product using Customer Journey Map.

Analysis and research of publications

Today in the special literature the issue of research of the client path of users of various products and services with the help of modern marketing tools are paid attention. Thus, theoretical issues related

to the study of consumer behavior in modern market conditions, the possibility of predicting the actions of consumers with similar behaviors in different situations of purchasing goods, identifying factors influencing the purchasing decision are investigated [2], the types of consumer personality with their main characteristics, analyzes the main factors influencing consumer behavior in modern conditions (religious, cultural, social, political, economic, climatic, situational and other factors that determine consumer behavior in the market, in particular, upbringing, level of education, age, worldview, character, mood, expectations, etc.) are covered [3], the directions of improvement of formation and development of client base by growth of level of loyalty of clients in system of marketing of relations are considered and the basic directions of maintenance of loyalty of clients are defined are considered [4], client capital as an important resource of socio-economic development and its impact on the market value of companies is studied is considered [5], approaches to the formation of customer orientation of the enterprise and determination of its essential characteristics taking into account the specifics of the manifestation of new challenges and demands of today, which provides a deep understanding of its customers, retention of existing customers, interaction with customers based on relationships rather than product sales, development of individual communication chains with clients, focus on maintaining customer loyalty and customer experience management are substantiated [6], the tools, methods and technologies of cluster analysis and determination of functional characteristics of customer queuing systems are distinguished are stand out [7], etc. At the same time, with regard to methodological approaches to the formation of Customer Journey Map, it is worth noting that such issues are described quite concisely in the recommendations of marketing practitioners, which, in turn, emphasizes the importance of creating a scientifically substantiated basis for application in practical activity of business entities of various forms of ownership under modern conditions of functioning of the Ukrainian market.

The purpose of the article

The aim of the work is to study the client path of users of local treatment facilities made of fiberglass and composite materials using Customer Journey Map.

Presenting main material

In general, Customer Journey Map (CJM) is a modern marketing technology that simplifies communication between employees (companies, organizations) and customers and makes the company's communication strategy more effective and coherent. In other words, CJM is a visualization

of the history of user interaction with your product, service, company or brand through various interaction channels over a period of time; it is a map of user interaction with the product. Customer Journey Map is a visualized experience, the history of communication with the company, taking into account the thoughts, emotions, goals, motives of both the user of the product or service, and the company itself.

In practice, the creation of CJM allows you to systematize relationships with customers and helps them provide the necessary content at a certain time. Such a card is made on behalf of the buyer and looks like a graph with the points and channels of his interaction with the products. That is, Customer Journey Map is a directed graph, which shows the path of the user-consumer of the product-service with the help of contact points. CJM displays the customer's path to the product, identifies problem areas, and shows how to increase sales and increase customer loyalty. This map identifies the main fears and expectations of customers. This is the main difference between Customer Journey Map and the sales funnel, which reflects the linear movement of the consumer to the product without detours. The reference example of CJM does not exist and cannot exist. As a rule, maps are similar to infographics. The level of complexity of the Customer Journey Map can also be different and depends on the degree of elaboration of the stages of customer interaction.

To create a Customer Journey Map, there is a sequence that can be specified by the appropriate stages (steps), namely:

Stage (step) 1

Collection of information and identification of major groups of buyers (formation of the so-called «buyer persona»).

At this stage, the audience is studied and the characters are substantiated. For the implementation of stage (step) 1 will be useful research, surveys, web analytics data, in addition, personal communication practices.

In the terminology of the Customer Journey Map toolkit, a character is an assembled image of a customer created on the basis of audience data. It should reflect real personal qualities and clear goals. Because each buyer has their own path to the product, CJM is best built for multiple characters. Characters of different audience segments will react differently to prices, they will have different expectations and impressions. In addition, it is advisable to take into account that for a detailed description of the path of a particular buyer (group of buyers) -character information about the actions of the buyer, his problems, doubts, triggers, distractions and more.

To form a more visual and practical Customer

Journey Map, in addition to information about preferences, problems, doubts, etc. buyer-client, at this stage it is necessary to begin to collect and analyze internal information about the characteristics of the product, business goals of the company and possible problems in the market.

Stage (step) 2

Forming a sales funnel for each group.

It is well known that the sales funnel is a marketing analytical tool, the use of which in practice allows you to determine the motives of a potential customer of the company to make a decision to purchase a product or receive a service. Understanding the motives and appropriate actions-steps of a potential customer, it is possible to identify ways and means to stimulate customer interest and motivate him to make a purchase. Using a sales funnel when building a Customer Journey Map will allow you to segment in more detail the company's potential customers into specific groups, which have specific similar interests and aspects of behavior.

Stage (step) 3

Defining the client's goal at each stage of interaction.

At this stage (step) of CJM formation, it is appropriate to use the tools to evaluate the patterns of consumer (buyer) behavior.

Stage (step) 4

Definition of points and channels of interaction.

At this stage, it is advisable to identify points of interaction between the client and the company in various channels (social networks, company website, mobile applications, etc.). The result is an Experience Map, on which it is optionally possible to build an emotional map, as a separate stage of forming a Customer Journey Map for each point of contact. In addition, it is necessary to determine the intersection of the client and the company.

Stage (step) 5

Separation of KPI for each stage as specific results to be achieved.

The implementation of this step involves the definition of key performance indicators KPI (Key Performance Indicators), which allows the company to assess its current status and help assess the success of the chosen strategy to promote the product (service) in contact with potential customer groups.

Stage (step) 6

Construction of an emotional map.

To understand the fears and barriers of customers as the main factors influencing their specific decisions, it is advisable to conduct a detailed analysis of the emotional state of the user, which, in the future, can be issued in the form of an emotional map, which in the future will be the basis for points and barriers of the company's interaction with the client.

Stage (step) 7

Identification of critical points and barriers.

At this stage, it is necessary to identify barriers in the interaction of the company and the client and ways to overcome them. The points where there are the most barriers are critical. In them, the customer experiences negative emotions related to the product or company (for example, the customer is annoyed or dissatisfied with the quality of service; as a result, his loyalty is reduced, and he may turn to competitors).

Stage (step) 8

Removing barriers.

The ultimate goal of forming a Customer Journey Map is to create a positive consumer experience, continuous and successful interaction of the buyer with the product. To do this, based on the built map in its critical points are determined by ways to optimize the product and the company's work. To remove barriers, it is usually necessary to improve the quality of service or update the product. In addition, it is important always to remember that it is necessary to evaluate the cost of lowering barriers.

Stage (step) 9

Regular survey of the obtained Customer Journey Map.

Having formed CJM, it is advisable to constantly analyze and make appropriate adjustments, as today's market and consumer needs are changing quite rapidly, which, in turn, has a significant impact on changes in tactics and strategy in the company.

The stages (steps) of forming the Customer Journey Map are summarized in Figure 1.

There are the following tools for creating Customer Journey Map are widely used in modern practice:

- Google Spreadsheets (ease of use);
- Figma (easy to use for multiple users with visualization);
- Adobe Photoshop and Illustrator (if you need detailing and visualization);
- Touchpoint Dashboard (if you need images, indicators and convenient history elements);
- Canvanizer and Miro (creating templates).

Widely is used today a marketing formula AIDA (Awareness, Interest, Desire, Action) which quite successfully describes the process of moving the customer from determining their needs (desires) to the purchase of a specific product (receiving a specific service), so such a formula can and should be used under CJM formation.

This formula can be supplemented, because

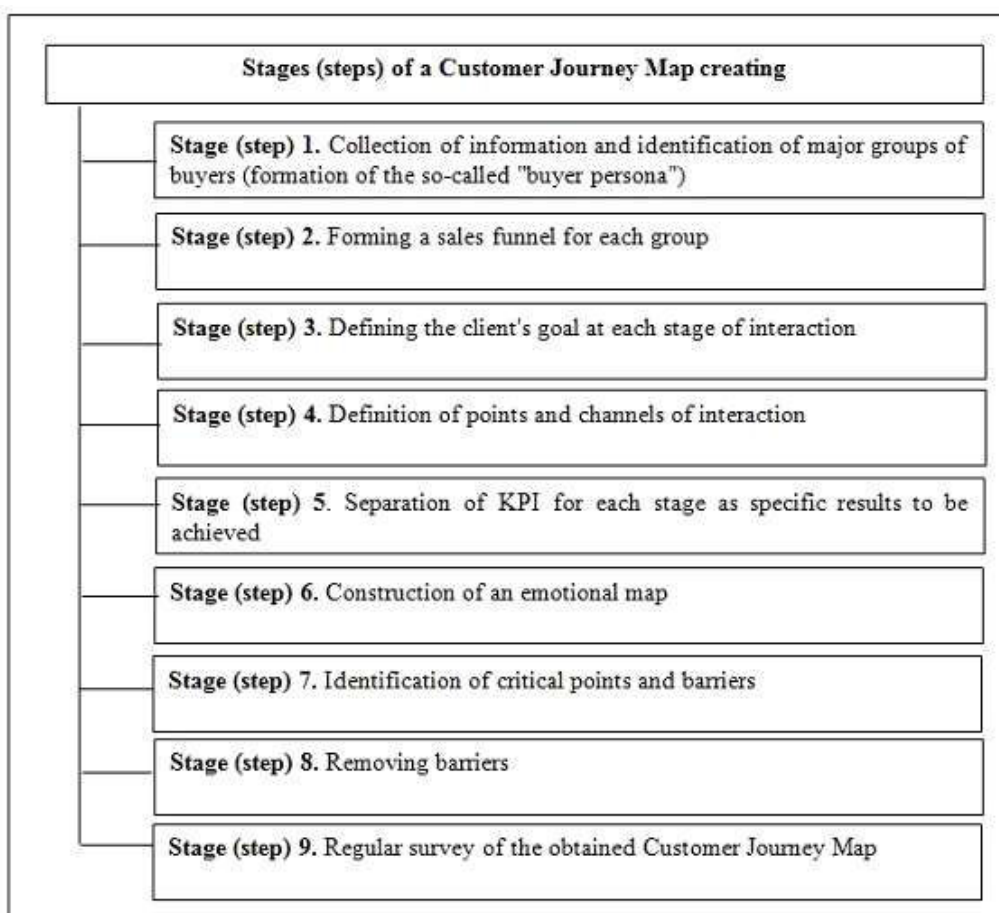


Fig. 1. Stages (steps) of a Customer Journey Map creating

after specific actions, most likely, comes a very difficult stage – the maintenance of loyalty (Loyalty).

Awareness is the beginning: the customer understands what he needs, however, does not quite understand where the necessary benefit in the form of a particular product or service to get. In this step, it is important to understand how the customer will receive information about the company that provides this product or service, will determine the entry points.

Interest - it is necessary to develop a set of measures for each group of clients.

Desire – the client has already decided what he needs, the list of his wishes is limited to a specific pool of needs. In this step, the company should remind itself in a convenient way that will satisfy the wishes of the client.

Action – the customer decides to make a purchase.

Loyalty is a set of activities that helps to use the company's products and services with customer satisfaction.

In order to create an effective Customer Journey Map at stage (step) 1 of its construction, it is advisable to determine how the user interacts with the product to achieve its goal in the appropriate context (formation of the so-called «User Scenario») and the ideal user interaction experience, including information regarding the environment of use (formation of the so-called «User Story»).

Therefore, taking into account the basic theoretical and practical foundations for the creation of CJM, we will explore the client path of users of local treatment facilities made of fiberglass and composite materials.

The main consumers (groups of buyers) of the product «local treatment facilities made of fiberglass and composite materials» today are: specific private households; developers; designers; construction organizations; investors; business entities of different

forms of ownership and different scales of activity. Also, according to the practice of carrying out activities, individual groups can be combined into one: for example, developers in their person can combine the wishes of a particular customer, designer and builder and act as a generalized representative of all the wishes of individual groups.

Consider in detail the formation of User Scenario and User Story for a specific group of users of local treatment facilities «specific private households» (Table).

Customer Journey Map for a specific group of users of local treatment facilities «specific private households», built using Figma, is shown in Figure 2.

On the generated Customer Journey Map for a specific group of users of local treatment facilities «specific private households» it is possible to see the steps, actions, feelings and thoughts of the user, detailed analysis of which, in the future, should lead to informed management decisions on the company's actions to increase customer loyalty.

Conclusions

Summarizing the results of the study to determine the customer path of users of local wastewater treatment facilities made of fiberglass and composite materials using Customer Journey Map, it is worth noting that today there are various tools, methods and techniques for researching customer behavior and successful customer interaction with the product. To do this, based on the map built in its critical points are ways to optimize the product and the company's work, which ultimately provides an understanding of the needs and requirements of customers of a particular product and should provide the manufacturer of such product information on tactics and strategies.

The direction of further research in this scientific and practical domain is formation of User Scenario, User Story and Customer Journey Map

User Scenario and User Story for a specific group of users of local treatment facilities «specific private households»

User group	User Scenario	User Story
Specific private households	Oleg, 37 years old The owner of the building in the private sector of Dnipro city. He has lived in a private house all his life and has always thought that the drain hole that his grandfather dug 40 years ago is an outdated solution to the problem of sewer drains. Given the achievements of modern scientific and technological progress, he understands that today there are alternative solutions to his problem. Searching for possible proposals for solving the problem on the Internet, he received information about possible ways to solve it, manufacturers of equipment for this and the peculiarities of the implementation of these ways. Having chosen one of the options and contacted the company's representatives by providing contacts for feedback on the site, Oleg decided on specific equipment to solve his household problem. However, this solution is aesthetic.	Oleg, 37 years old The owner of a building in the private sector of Dnipro city. It need is to replace the obsolete drainage pit with modern equipment that will clean the drain water to the established environmental standards.

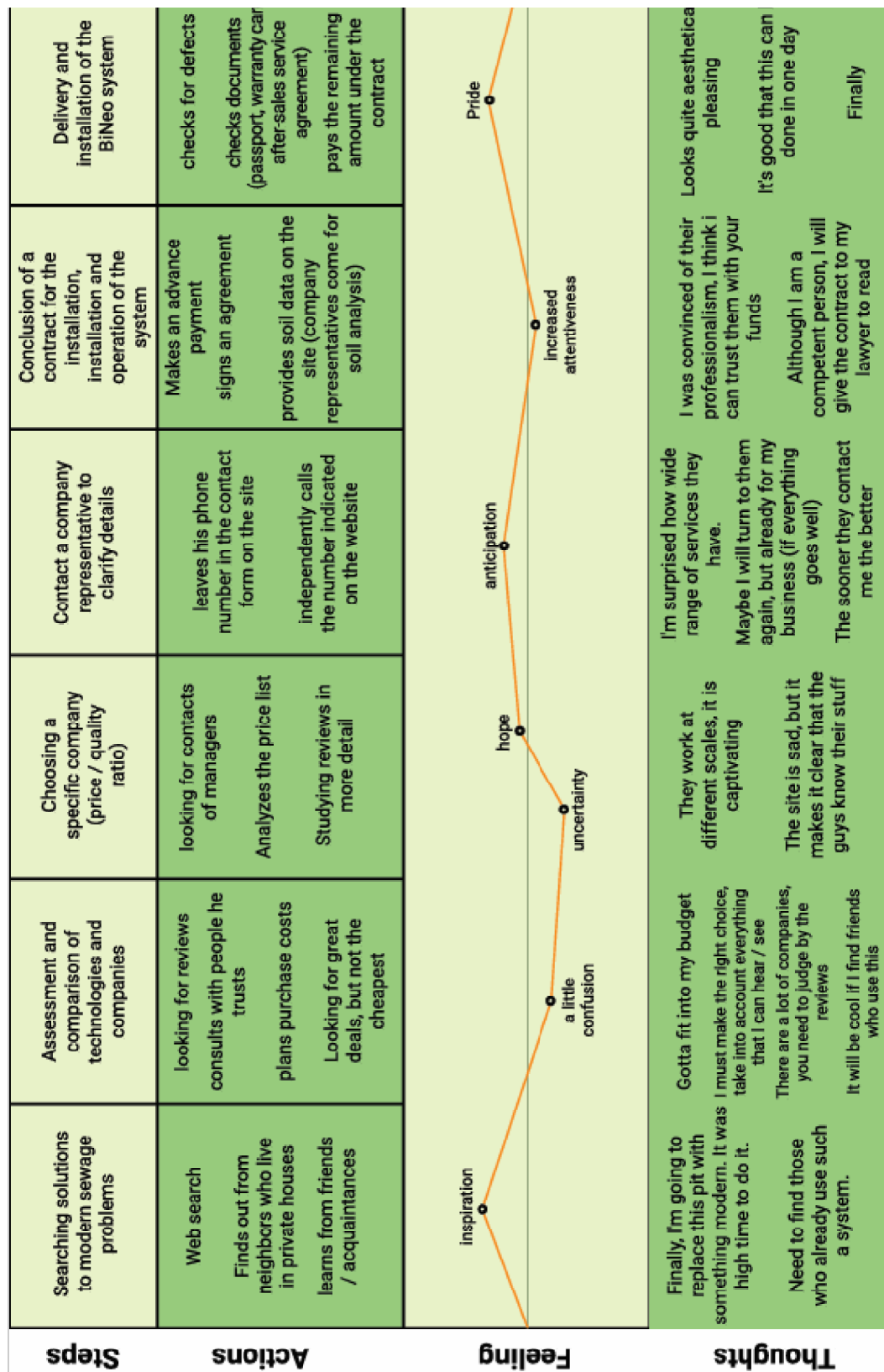


Fig. 2. Customer Journey Map for a specific group of users of local treatment facilities «specific private households», built using Figma

for other groups of users of local treatment facilities, namely, developers, designers, construction companies, investors, businesses of different forms of ownership and different scales of activity, using Figma.

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ДОСЛІДЖЕННЯ КЛІЄНТСЬКОГО ШЛЯХУ КОРИСТУВАЧІВ ЛОКАЛЬНИХ ОЧИСНИХ СПОРУД ЗІ СКЛОПЛАСТИКІВ І КОМПОЗИТНИХ МАТЕРІАЛІВ ЗА ДОПОМОГОЮ CUSTOMER JOURNEY MAP

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Окреслено сучасні умови функціонування підприємств-виробників локальних очисних споруд зі склопластиків і композитних матеріалів, переважний вплив на виконання діяльності якими здійснює, перш за все, розвиток НТП та зміни вимог споживачів таких видів продукту. Проаналізовано сучасний стан дослідженості підходів до формування клієнтського шляху користувачів різноманітних продуктів та сервісів за допомогою сучасних інструментів маркетингу, наданих в спеціальній та науковій літературі, результати чого свідчать про те, що цим питанням і проблемам приділяється увага. При цьому, стосовно методологічних підходів до формування Customer Journey Map, слушно зазначити, що такі питання описуються досить тезисно у рекомендаціях практиків-маркетологів, що, в свою чергу, підкреслює важливість створення науково обґрунтованого підґрунтя для застосування у практичній діяльності суб'єктів господарювання різних форм власності за сучасних умов функціонування українського ринку. Проаналізовано сутність маркетингової технології Customer Journey Map. Узагальнено послідовність формування Customer Journey Map. Охарактеризовано сучасні інструменти для створення Customer Journey Map. Запропоновано при побудові Customer Journey Map застосовувати маркетингову формулу AIDA, доповнивши її складовою підтримки лояльності. Обґрунтовано необхідність застосування User Scenario та User Story під час побудови Customer Journey Map. Визначено основні групи споживачів продукту «локальні очисні споруди зі склопластиків і композитних матеріалів» (конкретні приватні домогосподарства; девелопери; проєктувальники; будівельні організації; інвестори; суб'єкти господарювання різних форм власності і різних масштабів діяльності). Сформовано User Scenario, User Story та Customer Journey Map для конкретної групи користувачів локальних очисних споруд «конкретні приватні домогосподарства».

Ключові слова: маркетингові технології, комунікативна стратегія, візуалізація комунікації «компанія-клієнт», сегментація клієнтів, поведінка клієнта, мотиви клієнта, покращення продукту, якість обслуговування, підвищення обсягів продажу, підвищення лояльності клієнтів.

ИССЛЕДОВАНИЕ КЛИЕНТСКОГО ПУТИ ПОЛЬЗОВАТЕЛЕЙ ЛОКАЛЬНЫХ ОЧИСТНЫХ СООРУЖЕНИЙ ИЗ СТЕКЛОПЛАСТИКОВ И КОМПОЗИТНЫХ МАТЕРИАЛОВ С ПОМОЩЬЮ CUSTOMER JOURNEY MAP

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Приведены современные условия функционирования предприятий-производителей локальных очистных сооружений из стеклопластиков и композитных материалов, существенное влияние на выполнение деятельности которыми осуществляют, прежде всего, развитие НТП и изменения требований потребителей таких видов продукта. Проанализировано современное состояние исследованности подходов к формированию клиентского пути пользователей разнообразных продуктов и сервисов с помощью современных инструментов маркетинга, представленных в специальной и научной литературе, результаты чего свидетельствуют о том, что этим вопросам и проблемам уделяется внимание. При этом, относительно методологических подходов к формированию Customer Journey Map, целесообразно отметить, что такие вопросы описываются достаточно тезисно в рекомендациях практиков-маркетологов, что, в свою очередь, подчеркивает важность создания научно обоснованного базиса для применения в практической деятельности субъектов хозяйствования разных форм собствен-

ности при современных условиях функционирования украинского рынка. Проанализирована сущность маркетинговой технологии Customer Journey Map. Обобщена последовательность формирования Customer Journey Map. Охарактеризованы современные инструменты для создания Customer Journey Map. Предложено при построении Customer Journey Map применять маркетинговую формулу AIDA, дополнив ее составляющей поддержки лояльности. Обоснована необходимость применения User Scenario и User Story во время построения Customer Journey Map. Определены основные группы потребителей продукта «локальные очистные сооружения из стеклопластиков и композитных материалов» (конкретные частные домовладения; девелоперы; проектировщики; строительные организации; инвесторы; субъекты хозяйствования разных форм собственности и разных масштабов деятельности). Сформированы User Scenario, User Story и Customer Journey Map для конкретной группы пользователей локальных очистных сооружений «конкретные частные домовладения».

Ключевые слова: маркетинговые технологии, коммуникативная стратегия, визуализация коммуникации «компания-клиент», сегментация клиентов, мотивы клиента, улучшение продукта, качество обслуживания, повышение объемов продаж, повышение лояльности клиентов.

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The current conditions for the functioning of enterprises-manufacturers of local treatment facilities made of fiberglass and composite materials have been given, a significant impact on the performance of which is carried out, first of all, by the development of scientific and technical progress and changes in the requirements of consumers of such types of products. The current state of research of approaches to the formation of the customer journey of users of various products and services with the help of modern marketing tools presented in special and scientific literature has been analyzed, the results of which indicate that attention has been paid to these issues and problems. At the same time, regarding the methodological approaches to the formation of the Customer Journey Map, it is advisable to note that such issues are described rather thesis in the recommendations of practitioners-marketers, which, in turn, emphasizes the importance of creating a scientifically grounded basis for application in the practical activities of business entities of different forms of ownership in modern conditions of the Ukrainian market functioning. The essence of the Customer Journey Map marketing technology has been analyzed. The sequence of the Customer Journey Map formation has been generalized. Modern tools for creating a Customer Journey Map have been characterized. The AIDA marketing formula has been proposed to use when a Customer Journey Map building is doing. It has been proposed to supplement the AIDA marketing formula with a loyalty support component. The necessity of using User Scenario and User Story during the construction of the Customer Journey Map has been substantiated. The main groups of consumers of the product "local treatment facilities made of fiberglass and composite materials" have been identified (specific private households; developers; designers; construction organizations; investors; business entities of different forms of ownership and different scales of activity). The User Scenario, User Story and Customer

Journey Map have been formed for a specific group of local treatment facilities users "specific private households".

Key words: marketing technologies, communication strategy, visualization of company-client communication, customer segmentation, customer motives, product improvement, service quality, sales increase and customer loyalty increase.

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