

# HOW TO: CREATE CUSTOMER JOURNEY MAPS ONLINE

*Note: There are many tools out there that allow you to sketch, draw, lay out, or plan your customer journey map differently. This is only one of them, but one we've found is responsive and has many of the fields the finance industry requires, as well as company-wide adoption application. If you're using a great tool at your advisory business - send us a note and we'll feature it!*

If you found this video helpful and you're considering creating customer journey maps for your business, check out our blog post about the [Benefits of Building a Successful Customer Journey](#).