



# The Impact of the Customer Journey on the Formation of a Company's Value Proposition

Serhii Katkov

Chief Technology Officer, iLawyer, Los Angeles, USA.

## Abstract

*This study investigates the influence of the customer journey on the development of a company's value proposition amid the ongoing wave of digital transformation. Contemporary consumer expectations increasingly hinge on seamless, personalized interactions that transcend mere product attributes. Consequently, organizations must integrate customer journey analytics into strategic planning to remain competitive. The primary objective of this research is to examine how different stages of the customer journey—ranging from initial awareness to post-purchase engagement—affect perceived value and how personalization techniques can drive loyalty. By exploring data collection and analysis methods, alongside emerging technologies such as Big Data, artificial intelligence, and machine learning, the study illustrates how personalized offerings can be effectively implemented at each stage. Notable examples, including Amazon and Tesla, demonstrate how leveraging personalized data can enhance both customer satisfaction and long-term loyalty. Additionally, the analysis underscores that the adoption of omnichannel platforms and data-driven communication (e.g., telephony solutions and call centers) enables more dynamic consumer interactions, resulting in improved market positioning. Findings confirm that companies integrating rigorous customer journey analytics and personalization strategies bolster their competitive advantages while fostering deeper, more lasting customer relationships. This research offers practical insights for marketers, analysts, and customer service professionals seeking to harness cutting-edge technology to elevate the customer experience.*

**Keywords:** Digital Transformation, Customer Journey, Value Proposition, Personalization, Big Data, Artificial Intelligence, Machine Learning, Data Analysis, Customer Experience, Loyalty, Marketing, Omnichannel Platforms, Adaptation Strategies, Competitive Advantages, Consumer Expectations.

## INTRODUCTION

Digital transformation, rapid technological advancements, and heightened competition have reshaped the ways companies engage with customers. Whereas a value proposition was once defined largely by the attributes of a product or service, it now increasingly hinges on how customers perceive their interactions throughout the entire customer journey. Organizations aiming for sustained growth must therefore consider both the intrinsic merits of their offerings and the experiential elements that shape customer perceptions at every touchpoint.

This emphasis on experiential value is particularly salient in an era of personalization and global connectivity. Modern consumers expect not only a standalone product but a comprehensive solution to their individual needs. Each step of interaction with a brand—from initial contact to post-purchase support—contributes to the perceived value proposition. Firms that leverage detailed customer journey data can refine their strategies, delivering

tailored propositions aligned with consumers' evolving expectations.

Moreover, advancements in telecommunication technologies, such as integrated IP-based call centers and intelligent routing systems, have augmented the capacity to manage and personalize interactions in real time. Recent findings underscore how well-configured telephony solutions mitigate dropped or missed calls, foster immediate feedback loops, and enable more nuanced insights into consumer behavior [10]. By tapping into these data-driven capabilities, businesses can form deeper customer relationships while differentiating themselves in competitive markets.

In recent years, scholarly interest in the customer journey as a driver of brand perception has surged. Evidence suggests that companies prioritizing customer experience analytics report higher satisfaction and retention rates. Modern data-gathering and analytic tools—including those embedded in advanced call centers—enable richer understanding of consumer preferences, thereby informing iterative adaptations to the value proposition.

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The objective of this study is to explore how the various stages of the customer journey influence the development and refinement of a company's value proposition. The paper dissects fundamental mechanisms of value perception across multiple interaction points, delves into personalization approaches, and highlights practical tools—ranging from big-data-driven analytics to telecommunication-centric solutions—that empower businesses to seamlessly integrate customer journey insights into their strategic processes.

### METHODS AND MATERIALS

This research employs a mixed-methods approach, encompassing comparative analysis, systematization, generalization, and in-depth examination of companies that have effectively integrated customer journey insights into shaping their value propositions. Both theoretical frameworks and real-world applications are assessed to illustrate how different customer journey stages interact with the formulation of market offerings.

A review of current literature reveals growing scholarly and managerial interest in the intersection between customer journey mapping and value proposition design. Recent publications explore everything from foundational theories of value creation to practical instruments that enhance the customer experience:

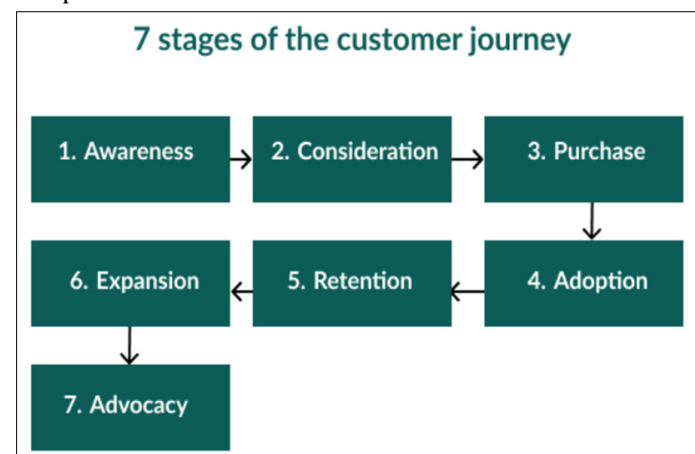
- **Foundational Aspects:** Udaltseva N.L. [1] presents a classification of potential value propositions, emphasizing the importance of continuous innovation in response to market volatility. Georgievsky A.B. [2] investigates how solution selling within retailer ecosystems can unify multiple stakeholders to produce integrated offerings.
- **Practical Tools and Strategies:** The study “Russian Practice of Marketing Management by Value Proposition” [3] highlights frameworks for defining and deploying ecosystem-based propositions in retail, advancing the industry's grasp of shifting customer needs. Similarly, the VII International Scientific and Practical Conference “Communications in the Context of Digital Changes” [4] features research on cutting-edge communication strategies for enhancing digital-era customer experiences, thereby informing how businesses tailor their perceived value.
- **Telecommunication and CX:** Complementary to these findings, the present study also examines telecommunication-based systems, such as IP telephony and automated call-center solutions, which can serve as crucial enablers of personalization and prompt service delivery. Case-based insights from the book [10] illuminate how streamlined call routing, IVR (Interactive Voice Response) menus, and data-driven conversation scripts can substantially improve service quality, reduce operational costs, and reinforce the overall value proposition.

Researchers adopt diverse methods, ranging from theoretical

analyses of value proposition frameworks to empirical evaluations of best practices in customer interaction. Despite the breadth of existing knowledge, calls persist for further study of the long-term ramifications of integrated, data-rich communication systems, especially as organizations adapt to dynamic digital landscapes. In this spirit, the present analysis seeks to connect the dots between telecommunication solutions, customer journey stages, and strategic value proposition enhancements.

### RESULTS AND DISCUSSION

A well-articulated marketing strategy is pivotal in defining a company's value proposition, as it ensures systematic engagement with customers throughout every phase of their journey. Drawing on the seven-stage customer journey model (see Fig. 1), the interaction begins at the awareness stage and culminates in advocacy, wherein satisfied customers become active promoters of the brand. By tailoring marketing interventions to align with the specific nuances of each stage, firms can reinforce brand image, foster loyalty, and leverage positive word-of-mouth to strengthen long-term competitiveness.



**Fig. 1.** Seven stages of the customer journey [5]

Empirical evidence underscores the efficacy of such stage-specific marketing approaches. According to SuperOffice, organizations that integrate marketing efforts across all segments of the customer journey observe a 30% surge in engagement and conversion rates [5]. Beyond shaping consumer perceptions, a well-designed marketing plan also influences financial outcomes. A McKinsey study reports that companies proactively investing in customer experience improvements often achieve a 15–20% increase in profitability over peers that do not account for the distinct phases of the customer journey [6]. These findings highlight that understanding and responding to customers' evolving needs across the journey is indispensable in driving revenue growth.

In the awareness stage, the principal objective is to capture the attention of the target demographic. Content marketing, search engine optimization (SEO), targeted advertisements, and social media campaigns collectively amplify brand visibility. SuperOffice data reveal that 53% of consumers

exhibit a preference for brands they have previously encountered during this initial phase [5]. Once potential customers transition to the consideration stage, they begin scrutinizing offerings from various companies, consulting expert evaluations, user feedback, and product specifications. McKinsey's research shows that 70% of consumers place higher trust in peer reviews than in conventional advertising, underscoring the heightened importance of credible third-party information in shaping decision-making [6].

According to recent insights from business telephony applications, companies that offer memorable or short-dial numbers (e.g., "vanity" or short-code lines) can further reinforce brand recall during awareness. Studies indicate that up to 44% of interested consumers abandon a prospective purchase simply because they fail to remember a brand's phone number [10]. By contrast, easily recalled or toll-free lines (e.g., 0-800 numbers) have been shown to reduce call abandonment and streamline the consideration process.

The purchase stage necessitates the minimization of transactional barriers. Key success factors include transparent pricing, user-friendly ordering procedures, and individualized promotions. Personalized incentives, which can be delivered via omnichannel campaigns—including automated call-center outreach—heighten the likelihood of finalizing a sale. In line with this, SuperOffice documents that 81% of consumers prefer companies that tailor offers based on their past browsing and purchasing behaviors, thereby expediting purchase decisions [5].

Following a successful transaction, customers enter the adoption phase, wherein the overall user experience with the product or service is critical. Here, marketing and support efforts converge to provide user manuals, training resources, and prompt technical assistance. Well-configured IP telephony infrastructures with robust Interactive Voice Response (IVR) systems—often embedded in modern call centers—can resolve standard inquiries automatically or route complex issues to specialized agents [10]. Such a setup reduces the time customers spend on hold, alleviates frustration, and ensures that the adoption stage unfolds seamlessly. By delivering relevant solutions at a moment's notice, companies heighten satisfaction and strengthen the perceived value of their products or services.

Retaining customers who have already purchased is demonstrably more cost-effective than acquiring new ones. McKinsey's estimates indicate that repeat transactions cost businesses five to seven times less than first-time purchases

[6]. Email marketing, loyalty programs, and ongoing targeted promotions remain critical tools in this regard. In practice, advanced telephony solutions can amplify these efforts: for instance, call centers can automatically schedule personalized follow-up calls for existing customers or send SMS reminders about upcoming product renewals, thereby encouraging retention [10]. Proactive communication cements brand trust and fosters long-term relationships.

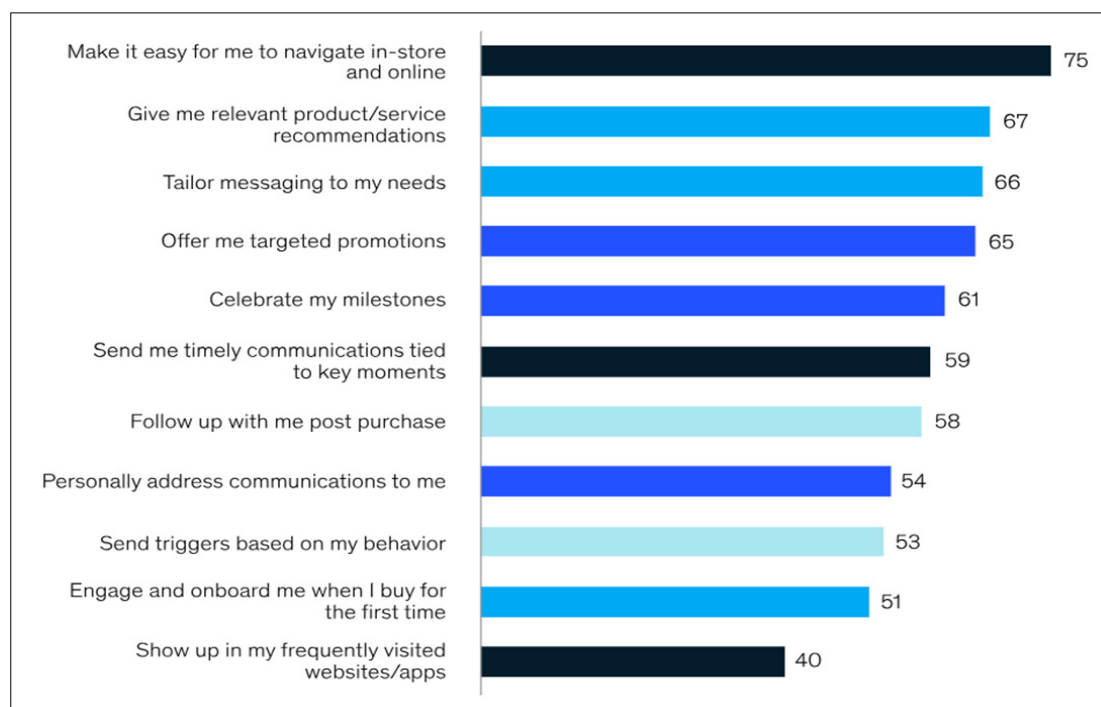
The expansion stage focuses on increasing the average transaction value. Data-driven segmentation, bolstered by Big Data and AI-based analytics, facilitates the identification of cross-selling and upselling opportunities, thereby making offers more pertinent to each customer's history and preferences. ContentSquare observes that firms employing targeted product recommendations register a 25% rise in conversion rates [7]. Moreover, embedded "conversation scripts" (scenarios) within call centers can prompt agents to recommend complementary products in real time. According to the book's findings, systematically incorporating upsell and cross-sell scripts can yield sales growth of 30–80%, particularly when the call-center operator swiftly adapts to each customer's needs [10].

The culminating advocacy stage transforms satisfied customers into proactive brand ambassadors. Research by Merkle shows that consumers who progress to this level recruit new clientele at a rate 2.5 times greater than conventional advertising [8]. At this point, the brand relationship is so solidified that enthusiastic clients voluntarily share testimonials and recommendations. Call-center data analytics and advanced telephony features—such as direct callback or "sticky" lines that reconnect customers with the same agent—further bolster advocacy by delivering a consistent, high-quality communication experience [10].

Increasingly, personalization is not merely an option but a strategic imperative for organizations operating in saturated markets. McKinsey reports that 71% of consumers anticipate personalized experiences, while 76% feel frustrated when such customization is lacking (see Fig. 2) [9]. Despite widespread consensus on the value of personalization, pinpointing the specific facets that resonate most with consumers remains critical. According to McKinsey, 75% of customers prize ease of navigation—both online and offline—whereas 67% emphasize tailored product suggestions (see Fig. 3). These preferences illustrate that personalization must be comprehensive, spanning digital touchpoints as well as direct channels like inbound and outbound calling.



**Fig. 2.** The impact of personalization on consumer behavior and expectations [9]



**Fig. 3.** Consumer expectations for personalization and brand communication [9]

Firms that adeptly incorporate these elements report significant financial gains and heightened consumer loyalty. For instance, Amazon employs AI-generated product recommendations to raise average cart values and deepen engagement, while Tesla leverages detailed customer data to optimize individualized vehicle configurations, trimming decision times and elevating satisfaction [9]. ContentSquare similarly notes that businesses embracing personalized techniques see a 25% boost in user engagement and superior sales conversions [7]. Moreover, personalized communication fosters durable loyalty: McKinsey highlights that clients who receive tailored offers are 2.5 times more likely to make repeat purchases compared to those encountering generic, mass-market messages [9].

Real-world examples reinforce these patterns. One tele-retail organization that integrated an IP-based call center reported a fourfold increase in daily sales within 24 hours of installation, primarily by eliminating missed calls and creating more targeted conversations with customers [10]. Such anecdotal evidence underscores how the thoughtful combination of personalized marketing strategies and advanced telephony solutions can precipitate drastic improvements in both short-term conversions and longer-term brand advocacy.

Taken together, these findings emphasize that an integrated customer experience—supported by targeted marketing initiatives, sophisticated telecommunication systems, and continual personalization—serves as a cornerstone of competitive advantage. From early awareness to enduring advocacy, companies that invest in versatile channels (including robust call centers and data-driven phone outreach) create synergies that enrich the overall customer journey. In an environment where immediate response,

relevance, and seamless connectivity are paramount, the strategic fusion of marketing, analytics, and telephony emerges as a critical differentiator in shaping both short-term conversions and enduring brand loyalty.

## CONCLUSION

Digital transformation and market globalization have fundamentally reoriented how companies construct their value propositions. Contemporary consumers demand more than high-quality products; they expect seamless, personalized interactions extending from the very first touchpoint through post-purchase support. Organizations that comprehensively address each stage of the customer journey and harness consumer preference data stand to gain a decisive competitive edge.

This study has detailed how every stage—from awareness to advocacy—contributes to a customer's overall perception of brand value. Particular attention was paid to personalization tactics, data-driven decision-making, and the pivotal role of telecommunication solutions in orchestrating fluid, responsive interactions. Tools such as Big Data analytics, artificial intelligence, and advanced call-center platforms empower businesses to refine their offerings in real time, thereby boosting satisfaction and loyalty. However, these advantages also pose new challenges, including the necessity for constant adaptation, the complexities of omni-channel coordination, and the competitive pressures of a global digital economy.

Looking ahead, the ongoing integration of consumer data across all interaction points, including telephony-based channels, will determine the evolution of value propositions in an environment where swift, personalized attention increasingly defines brand success. As digital platforms



expand, businesses will need both innovative technology and robust strategic alignment to deliver truly individualized customer experiences. A proactive stance—marrying technological innovation with the nuanced demands of human-centric engagement—will likely shape which firms emerge as market leaders in the coming years.

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