

We've done the research.

Check out our current collection of educational resources.

The customer journey mapping tools used at Heart of the Customer are based on years of experience in the CX industry. See our top picks for customer journey mapping case studies, interviews with industry experts and more.



Driving Change through Journey Maps White Paper

65% of journey maps fail to drive change. That's what we learned from our survey of CX practitioners. This white paper outlines why they fail, and introduces the best practices to use journey maps to drive customer-focused change.



Walking in Their Footsteps: How Journey Maps Can Help You Get Closer to Your Customers

In this Quirk's Marketing Research Review cover article, Jim Tinch explains journey maps, what they are, how to create them and how to use them.



How to Select a CX Platform for Maximum Impact

This white paper details strategies and insights for ensuring that your next CX initiative is a successful one that will pay for itself with opportunities for profit and growth.



Aiming for the Hearts of Their Customers: Interviews with CX Professionals

Over the course of our work in CX, we interviewed a number of Customer Experience executives. These interviews gave us a great chance to hear others' perspectives on the field, what it's doing right, and where we can improve in understanding the customer and acting upon those insights.



Designing a World-Class CX Approach

This white paper, co-authored by our founder Jim and fellow customer experience leader Kate Kompelien, serves as a useful guide that will help you better understand CX, why it matters, and how to design a customer-focused strategy.



Journey Mapping Toolkit

Journey maps are an innovative way to explore your customers' interactions with your company, and reveal the best ways to boost customer loyalty, revenue, and brand engagement—learn how with our Toolkit.