**Abstract**

 It is challenging for service companies to obtain a detailed overview of their customers' end-to-end service delivery processes. Customer journey mapping helps to identify how the customer is treated during each contact and how the customer feels towards the organisation at the end of the experience. This information can then be used to aid the management for decision making. Customer journey maps give businesses a way of getting into their customers’ heads, helping them gain valuable insight and understanding regarding common customer pain points. This paper extends the view about customer journey map, Need, Components, steps to create CJM and advantages of customer journey map.