

Access to Experts



Arjen Bonsing
Founding Partner
customerjourneyexperts.com

Arjen Bonsing is an omnichannel marketing & retail expert with more than 25 years of experience in retail, ecommerce, marketing, communication, CRM, data intelligence, digital media and consultancy. He is the father of the © bonsing | mann customer journey model, a widely used theoretical model, that describes the structure and journey process from the customer perspective.

Arjen Bonsing is also a founding partner of customerjourneyexperts.com where they help their clients to create customer value. Based on a structured journey analysis method they provide insights to improve existing journey processes, innovate business models and monitor customer value creation. Their customers are leading national and international brands, retailers, private equity and consultancy companies.

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