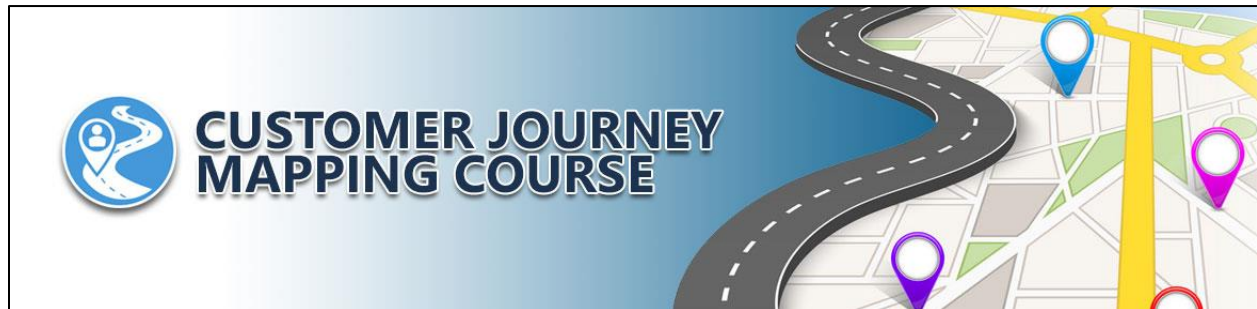


CUSTOMER EXPERIENCE JOURNEY MAPPING COURSE AGENDA



WHAT YOU WILL LEARN

A best practice to improve the customer experience (CX) is to understand your customers' end-to-end journey with your company and the key personas of those customers who are using your products and services. The CX journey mapping process is an outside-in approach to improve customer experience, allowing organizations to use and apply CX feedback to people, process, and technology practices to deliver the customer experience that customers expect. In this hands-on workshop-style course taking place over two days, participants will work through the following topics:

Introduction to CX Journey Mapping

- What is Customer Experience (CX) journey mapping?
- Identify Moments of Truth in a customer journey
- Why would you use CX journey mapping for customer experience lifecycles?
- What kind of people and skills are needed?
- Goals and expectations of CX journey mapping
- Benefits of CX journey mapping

CX Journey Mapping Requirements

- The three overlapping listening posts
- Touchpoint transaction surveys
- Interaction perception surveys
- CX journey map face-to-face interviews

Steps of CX Journey Mapping

- Templates of journey maps
- 10 Essential steps for creating CX journey maps
- CX journey map utilization expectations

CX Journey Mapping – Preliminary Analysis

- Touchpoint transaction survey analysis
- Interaction perception survey analysis
- Bridging to CX journey in-depth interviews

CX Journey Mapping - Deliverables

- Potential pitfalls of journey mapping
- Current state journey maps
- Using the CX journey map as a visual for organizational change
- What is the future state?
- Who do you share the story to?
- How do you share the story?
- How to get to the ideal future state

Course Duration

Two days of sessions from 9:00 AM – 4:30 PM with one-hour lunch breaks