

## Customer Journey Map (CJM)

*Lisbon (Portugal)*

*17 - 21 March 2025*

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## Customer Journey Map (CJM)

Code: CC28 From: 17 - 21 March 2025 City: Lisbon (Portugal) Fees: 4400 Pound

### Introduction

The Customer Journey Map CJM course is designed to provide participants with a comprehensive understanding of the fundamentals of customer journey mapping, a powerful tool used to visualize and analyze the customer experience throughout all interactions with a product, service, or organization. This course aims to equip participants with the knowledge and skills necessary to create effective customer journey maps that drive customer-centric improvements, enhance customer satisfaction, and inform strategic decision-making.

### Course Objectives

- Understand the concept and importance of customer journey mapping in enhancing customer experiences.
- Familiarize participants with the key elements and components of effective customer journey maps.
- Learn techniques for gathering customer insights and data to inform the creation of accurate and insightful CJMs.
- Develop the skills to analyze and interpret customer journey maps to identify pain points, opportunities, and areas for improvement.
- Explore strategies for using customer journey maps to drive customer-centric initiatives and foster customer loyalty.

### Course Outlines

#### Day 1: Introduction to Customer Journey Mapping

- Overview of customer journey mapping and its significance in customer experience management.
- Key benefits and applications of customer journey maps in various industries.
- Understanding customer touchpoints and the customer lifecycle.
- Introduction to persona development and its role in customer journey mapping.

#### Day 2: Creating Effective Customer Journey Maps

- Defining the scope and objectives of a customer journey map.
- Identifying and mapping customer touchpoints across different channels and interactions.
- Incorporating emotions, motivations, and expectations into CJMs.
- Visualizing the customer journey using appropriate techniques and tools.

#### Day 3: Gathering Customer Insights and Data

- Techniques for conducting customer research and gathering relevant data.
- Customer feedback collection methods surveys, interviews, etc. for CJM development.
- Utilizing customer analytics and data visualization tools.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) positioned on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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- Applying user experience UX research methods in customer journey mapping.

#### Day 4: Analyzing and Interpreting Customer Journey Maps

- Identifying pain points, friction, and gaps in the customer journey.
- Analyzing customer emotions, needs, and motivations at each touchpoint.
- Prioritizing improvements and identifying opportunities for enhancing the customer experience.
- Using customer journey maps to align internal processes and departments.

#### Day 5: Driving Customer-Centric Initiatives with CJMs

- Leveraging customer journey maps for strategic decision-making.
- Implementing customer-centric improvements and enhancements.
- Measuring and monitoring the impact of CJMs on customer satisfaction and loyalty.
- Applying iterative and continuous improvement approaches to CJMs.

#### Conclusion

The Customer Journey Mapping course is a valuable resource for individuals looking to master customer journey mapping strategies and gain a thorough understanding of the various types of customer journey maps. Participants will explore the different stages of customer journey mapping and learn to leverage customer journey map analytics and design thinking to craft creative customer journey maps.

This course offers an in-depth exploration of the benefits and methodologies of customer journey mapping, equipping participants with the skills necessary to effectively apply their newfound knowledge in their professional environments.

By completing this course, participants will receive comprehensive training that empowers them to utilize advanced mapping techniques, ultimately enabling them to create exceptional customer experiences that enhance loyalty and drive sustainable success.



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 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 [Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)

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