

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 customer journey mapping, a powerful tool used to visualize and analyze the customer's experience throughout their interactions with a product, service, or organization. This course aims to equip participants with the knowledge and skills to create effective CJMs that can drive customer-centric improvements, enhance customer satisfaction, and inform strategic decision-making.

Objectives

- Understand the concept and importance of customer journey mapping in enhancing customer experiences.
- Familiarize participants with the key elements and components of an effective customer journey map.
- 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 Outline

Day 1

Introduction to Customer Journey Mapping

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

Day 2

Creating Effective Customer Journey Maps

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

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- 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
- Applying user experience UX research methods in CJM creation

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

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