

## Customer Journey Map (CJM)

*Casablanca (Morocco)*

*30 June - 4 July 2025*

UK Training

**PARTNER**

## Customer Journey Map (CJM)

Code: CC28 From: 30 June - 4 July 2025 City: Casablanca (Morocco) Fees: 3700 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 pawn, and a knight) 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.

UK Training  
**PARTNER**

- 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

UK Training

**PARTNER**





## Blackbird Training Cities

### Europe

izmir



Podgorica (Montenegro)



Stockholm (Sweden)



Lyon (France)



Copenhagen (Denmark)



Bordeaux (France)



Annecy (France)



Oslo (Norway)



Edinburgh (UK)



Glasgow (Scotland)



Malaga (Spain)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Manchester (UK)



Milan (Italy)

### USA & Canada



Los Angeles (USA)



Florida (USA)



Online



Boston (USA)



Washington (USA)



Miami (USA)



New York (USA)



Toronto (Canada)



## Blackbird Training Cities

### Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia )



Bangkok (Thailand)



Beijing (China)



Moscow (Russia )  
(Malaysia)



Singapore (Singapore )



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur



Jakarta (Indonesia)

### Africa



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Marocco)



Nairobi (Kenya)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients



UK Training  
**PARTNER**



## Blackbird Training Categories

### Management & Admin

Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Refinement

### Technical Courses

Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



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



+44 7401 1773 35  
+44 7480 775526



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



[www.blackbird-training.com](http://www.blackbird-training.com)

UK Training

**PARTNER**

