BLACKBIRD FOR TRAINING

Customer Journey Map (CJM)

16 – 20 November 2026
Kigali (Rwanda)



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Ref: 3254180_302604 **Date:** 16 – 20 November 2026 **Location:** Kigali (Rwanda) **Fees:** 4200 GBP

Introduction

The Customer Journey Map CJM Course is an in-depth training program designed to provide participants with a comprehensive understanding of customer journey mapping. This powerful tool is essential for visualizing and analyzing the customer experience across all interactions with a product, service, or organization. Whether you are new to the concept or looking to refine your skills, this course will equip you with the knowledge and skills necessary to create effective customer journey maps that drive customer-centric improvements, enhance satisfaction, and inform strategic decision-making.

Through this course, you will learn how to create a customer journey map that accurately reflects your customers' experiences, enabling you to identify customer journey map opportunities for improvement. By the end of this course, you will be able to apply customer journey mapping methodologies and strategies to improve customer experiences and optimize your business processes.

Course Objectives

By the end of the Customer Journey Mapping Course, participants will be able to:

- Understand the concept and importance of customer journey mapping: Gain a clear understanding of what is customer journey mapping and how it helps in mapping customer journey to create a seamless customer experience.
- Learn the customer journey map stages: Familiarize yourself with the different customer journey map stages, ensuring you understand every step in the customer's interaction with your business.
- Create a digital customer journey map: Learn how to design both digital customer journey maps and traditional ones to visualize every touchpoint effectively across various channels.
- Gather customer insights and data: Develop techniques to collect valuable customer feedback using surveys, interviews, and analytics to drive actionable insights in customer journey map analytics.
- Drive customer-centric initiatives: Learn how to use customer journey maps to inform decisions and create initiatives that foster loyalty, boost customer satisfaction, and align internal processes.
- Master the methodology of customer journey mapping: Apply customer journey mapping techniques, planning, and strategy to analyze pain points, identify opportunities, and enhance the customer experience.



Course Outlines

Day 1: Introduction to Customer Journey Mapping

- Overview of customer journey mapping and its role in customer experience management.
- Key benefits and applications of customer journey maps across industries.
- Exploring customer touchpoints and understanding the customer lifecycle.
- Persona development and how it integrates with customer journey mapping.
- Understanding the purpose of customer journey mapping.

Day 2: Creating Effective Customer Journey Maps

- Defining the scope and objectives for creating a customer journey map.
- Identifying customer touchpoints across different interactions and channels.
- Integrating emotions, motivations, and expectations into customer journey maps.
- Techniques for visualizing the customer journey using tools and methods suited for both physical and digital customer journey maps.

Day 3: Gathering Customer Insights and Data

- Techniques for conducting customer research and gathering valuable data.
- Methods for collecting customer feedback, including surveys, interviews, and focus groups.
- Utilizing customer journey map analytics and data visualization tools to enhance mapping accuracy.
- Introduction to user experience UX research methods in customer journey mapping.

Day 4: Analyzing and Interpreting Customer Journey Maps

- Identifying pain points, friction, and gaps within the customer journey.
- Analyzing customer emotions, needs, and motivations at each touchpoint in the customer decision journey map.
- Prioritizing improvements and identifying areas for optimizing the customer journey map.
- Aligning internal processes and teams using internal customer journey mapping.

Day 5: Driving Customer-Centric Initiatives with CJMs

- Leveraging customer journey maps to drive customer-centric initiatives and decisions.
- Strategies for customer journey map planning to implement effective improvements and enhancements.
- Monitoring and measuring the impact of customer journey maps on customer satisfaction and loyalty.
- Using an iterative, continuous improvement approach to refine customer journey maps over time.



Why Attend this Course: Wins & Losses!

- In-depth knowledge of customer journey mapping methodology: You will understand the types of customer journey maps, how to create them, and how to utilize them effectively in your organization.
- Improved customer experience insights: Learn how to gather customer insights and map out customer journey stages, enabling you to identify pain points and provide actionable solutions that boost satisfaction.
- Strategic decision-making: With customer journey mapping strategy and analytics, you'll be able to inform important business decisions, optimize customer touchpoints, and create tailored experiences.
- Practical tools for customer-centric improvements: Equip yourself with customer journey mapping techniques that will help you address customer needs, enhance loyalty, and transform your organization’s customer experience.
- Actionable data: Learn how to use customer journey map analytics to track performance, making it easier to prioritize actions that yield measurable results.

Conclusion

The Customer Journey Mapping Course is a must for anyone looking to enhance their customer experience strategy. It provides a comprehensive exploration of customer journey mapping benefits, planning, and design thinking. This course not only teaches how to create a customer journey map, but also provides you with the tools to analyze, iterate, and improve your customer journeys continuously.

By completing this course, you will gain the knowledge and skills necessary to design creative customer journey maps, leverage customer insights to drive strategic decisions, and ultimately create exceptional customer experiences. Whether you're in marketing, UX, or customer experience management, this course will transform how you understand and engage with your customers, making you a key player in your organization’s journey toward customer-centric success.

