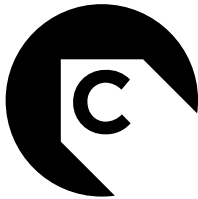


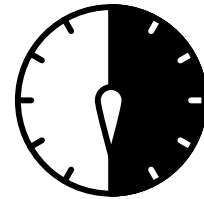
JOURNEY MAPPING 101: IDENTIFYING MOMENTS THAT MATTER



RECOMMENDED FOR
CX professionals



SKILL LEVEL
Beginner



TRAINING LENGTH
6 hours

TRAINING CONTENT

Develop your understanding of Customer Journey Mapping, learn about using the toolset to improve your Voice of the Customer program and focus your organizational efforts on the truly key moments of your customer's journey.

- + Getting buy-in for customer journey mapping and establishing the right team
- + Building a customer journey map
- + Outlining customer personas
- + Identifying key moments in your customer's journey - the moments that matter
- + Leveraging customer journey maps to determine where to focus your CX program
- + Use your findings to build a business case for change
- + Determining how to use your customer journey as a research framework

HOW IT WORKS

This training is 6 hours with two 30 minute breaks and contains slide presentations and opportunities for hands-on practice. Every attendee needs to bring his or her own laptop and charger. All other materials needed will be provided.

TRAINING AGENDA

This hands-on training is designed for CX professionals who want to understand the different interactions and touchpoints customers have with their organization. In this training, you will learn the basics of customer journey mapping, how to identify key moments that matter, and designing business cases around your customer journey.

TIME	CONTENT
12:00 PM	Welcome and Introductions
12:15 PM	Intro to Journey Mapping and Driving Change Discover how journey mapping can be used as a framework to drive significant changes to experience, including a real example.
1:30 PM	BREAK
2:00 PM	Principles and Key Elements of Mapping Learn the main elements you will need to carry out journey mapping in your organization and the underlying principles.
2:30 PM	Personas and Journey Frameworks Build a customer and brand persona and use the elements from the previous section to establish a journey framework.
4:00 PM	BREAK
4:30 PM	Applying Your Knowledge Work on a real-time journey mapping exercise and find the Moment That Matters.
5:15 PM	Designing for Change - Building New Experiences and Business Cases Use your work from the mapping exercise to spark innovation and build a business case for change.
5:30 PM	Build Your Own Customer Journey Apply the knowledge and principles you have learned and become a Journey Mapping Leader in your own organization.
6:00 PM	Closing Remarks