



Certified Customer Journey Mapping

Course Objectives

By the end of the course, participants will be able to with full focus on Customer journey mapping certification:

- Designed to give the participants customer experience management key domains knowledge for building , managing and measuring Customer experience function from scratch.
- Foundations of Customer Experience Management
- Recognize and value of the Customer Centric Culture
- Learn how to plan, develop, and implement Voice of Customer (VOC) Program, with practical framework they can apply in their workplace.
- Discover and practice collaborative and as Individual the Customer Experience journey map design tools from awareness till advocate stage.
- How to measure the ROI “Retune on Investment” on Customer Experience initiatives, Key CX KPIs and linking it to financial numbers.

Course Methods

The course involves a variety of practical hand on experience , case study and exercises to develop the right knowledge and skills needed to become a successful Customer Experience Management professional using top Customer experience tool , the customer journey mapping.

WHO SHOULD ATTEND?

- Mid management
- Customer Experience professionals
- Customer Care professional
- Customer Experience managers
- Customer Care Managers. Sales reps, sales supervisors and managers, and account managers who would like to professionally develop themselves by opening a door of opportunities for their company
- Customers and them self to improve CX management and showcasing CX practical knowledge and practices.

Course Outline

- **Experience Design, Improvement, and Innovation**
 - Definition of Customer experience management CXM
 - Importance of Customer Experience
 - What is Customer Centricity
 - Organization Experience Level today
 - Customers as Assets
 - CX Strategy Definition and its relationship with corporate strategy

- **Voice of the Customer VOC, Customer Insight, and Understanding**
 - Definition of VOC Program
 - Why VoC is key on CX functions
 - Close the loop of two Loops (Customer Loop & Company Loop)

Course Outline

➤ Customer Journey Mapping

- Definition of Customer Journey Mapping tool
- Why we need Customer Journey Map
- GTM Go to market dynamics and Journey Mapping
- Business Case : Draw current and redesign journey map.
- Defining the PERSONA, Touchpoint, MOT "Moment of Truth ", and Journey stages.
- Persona Chart , segmentation and KYC difference.
- How to connect Persona chart to journey map.
- Pitfall to avoid and technology dependency to check.
- Journey Maps stages , As is Journey
- Injecting data from VOC "Voice of customer" and VOE "Voice of Employee and VOO "Voice of Operations"
- Pain points and gain points for each journey stages
- Redesign the experience using many tools , Future Journey
- Design Thinking, Empathy, TQM , Agile and PDC.
- Initiatives , improvement road maps and dashboard
- Definition ROI and ROE
- Operational KPI's Vs CX KPI's
- The link between financial metrics and CX KPI's