



# Customer Journey Mapping WORKSHOP

Learn how to map journeys that drive action at an immersive two-day workshop designed for individuals and teams.



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## Agenda

### Day 1

**Module 1 | How and when to use customer journey mapping** Learn to identify when journey mapping is the optimal methodology to achieve your goals. Build knowledge of the five questions that need to be answered before beginning a journey mapping project.

**Module 2 | Discovery** Learn to use existing information about customers and employees to inform your journey mapping initiative. Practice collecting feedback from key project stakeholders.

**Module 3 | Hypothesis Mapping** Using a mock scenario, practice defining the customer and the journey to be mapped. Develop a hypothesis view of the journey from beginning to end, including customer journey steps, thoughts, interactions, and more.

**Module 4 | Customer Immersion** Explore best options to collect feedback from customers and employees, then practice developing an approach to collecting feedback, including designing a customer interview guide.

### Day 2

**Module 5 | Analysis and Reporting** Learn how to synthesize customer research and present results. Practice identifying key customer Friction Points and Moments of Truth along the journey.

**Module 6 | Map Design** Develop understanding of the elements that contribute to a powerful journey map. Learn how to communicate the customer journey visually. Practice developing a journey map and reporting out to others.

**Module 7 | Action Planning** Discover how to use journey maps to facilitate cross-team collaboration and planning. Identify and prioritize actions to improve the customer experience and create value for your organization.

**Module 8 | Driving Action (Change)** Learn how journey mapping supports customer experience management (CXM) as a practice. Explore how mapping can drive change in your company culture by influencing governance, measurement, human-centered design, and other areas.



**Next Workshop | Dallas, TX**  
**February 11–12, 2020**

- The Westin Galleria, Dallas
- Early Bird pricing \$1,595–\$1,695 on or before January 17
- Regular pricing \$1,695–\$1,895

### Key Takeaways

- Knowledge of when and how to use customer journey mapping
- A comprehensive understanding of journey mapping to allow you to build your own initiatives
- Tools and templates to support your customer journey mapping
- Examples of real-life successful journey mapping initiatives
- Hands on experience through practice at the workshop

**For more information or  
to register go to:**

[heartofthecustomer.com/  
customer-journey-mapping-workshops](https://heartofthecustomer.com/customer-journey-mapping-workshops)