



Heart of the  
Customer

# 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

**Introduction to Journey Mapping** Learn to identify when journey mapping is the optimal methodology to achieve your goals. Build knowledge of the five questions to answer before beginning a journey mapping initiative.

**Module 1 | Discovery** Learn to use existing information about customers and employees to inform your journey mapping initiative. Practice collecting feedback from key project stakeholders.

**Module 2 | 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 3 | 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 4 | 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 5 | Map Design** Gain an 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 6 | 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 7 | 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.

### Day 3 | Optional

**One-On-One Coaching** Three 2-hour sessions will be available on the day following the workshop (June 13, 2019), for advice on your customer journey mapping initiative. First come-first served. \$750 per session.

## Next Workshop | Minneapolis

- June 11–12, 2019
- Mall of America Bloomington, MN
- Early Bird pricing \$1,595–\$1,695 on or before May 20
- 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 initiate 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



**Minneapolis**  
June 11–12, 2019

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