



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)