

Customer Journey Mapping (CJM)

Length : 2 Days
Delivery Method : Instructor-led (Classroom)

Course Overview

Customer Journey Mapping course is based on the service re-design principle that provides a systematic and creative approach to meet the rising expectations of the customers regarding the quality of services that we provide. A cornerstone of service re-design is the understanding and mapping of our customers' journey with us. The customer journey map illustrates the steps taken at any point in time that our customer goes through the engagement with us.

This highly interactive and visual two-day course will equip the participants with the core concepts of customer centricity and service re-design principle. Participants will learn the various elements of the customer journey and techniques to visualise it so that to understand their touch-points. Participants will also be exposed to the gap analysis methods in identifying areas of customer service improvement.

Audience Profile

Customer Journey Mapping (CJM) is recommended for professionals who are involved in the following roles:

- Customer Service / Customer Facing team.
- Service Designer / Business Analyst.
- Customer Experience (UI/UX) Designer.
- Business Process Analyst / System Analyst.
- Product / Service Development Professional.
- Enterprise Architect (Business, Information & Solution).

Objectives

Upon the completion of this course, participants will acquire the knowledge and skills to:

- Understand the core concepts of customer centricity and service re-design principle.
- Learn the various elements and techniques to visualize the customer journey map.
- Identify areas of improvement through gap analysis methods that focuses on customers' perspective.

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Course Outline:

Module 1: Service Design – Introduction

Lessons:

- Importance of customer Centricity
- Overview of concept of service design, it's benefits, component parts.
- Current industry trends on Customer Centricity and Service Design. Examples from Private and Public Sectors.

Module 2: Customer Journeys

Lessons:

- Introduction to the concept of customer journey.
- Customer Journeys as a subset of Service Design.
- Customer Journey Taxonomy and Concepts.

Module 3: Creating a customer journey Map

Lessons:

- Charting the customer Stages
- Organizing Customer Insights.
- Mapping the perfect(ideal) state.

Module 4: Customer Journey diagraming(visualization) techniques

Module 5: Identifying gaps and opportunities

Lessons:

- Linking customer Journeys to Business Architecture/Business Scenarios.
- Using the Customer Journey to identify opportunities, Gaps and Solutions.

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