

Customer Journey Mapping

with a touch of Agile

Duration: **One Day**

Levels: **Suitable for all levels**

Method: **Instructor Led**



Course Overview

Being able to authentically evaluate your organisation through the eyes of your customers will allow you to fully appreciate the service you offer to the public. With a new perspective, you will be guided through a series of design techniques to help you to identify areas of improvement and create aligned solutions.

This dynamic workshop will take you through a seven-step process to reorientate yourself and your teams towards full customer centricity. You'll discover areas you may not have been aware of and then create plans to delight your customers through better processes, systems and engagement. A session not to be missed if you're looking to better understand how you can put the customer at the heart of every decision.

This session will cover

- The seven steps required to create journey maps
- How to create and use a persona
- Identifying touch points
- Prioritising the items for customer driven change
- How to use human centred design to recreate your customer journey

5 reasons why you should come to Customer Journey Mapping and Design Led thinking

1. You'd like to better understand what it means to put the customer at the heart of every decision
2. You need to better understand the needs of your customer, both internal and external
3. You have difficulty in uniting teams in establishing what matters most to customers
4. You'd like to improve your capacity in recommending solutions
5. You'd like to have a simple approach that can be used with teams to problem solve customer related issues