



## Learn Local Outline - Template

<b>Type of Event</b>	Learn Local
<b>Theme</b>	Customer Experience
<b>Course Name/Title</b>	Effective Customer Journey Mapping
<b>Duration</b>	
<b>Introduction</b>	<p>Any business needs to ensure that what its customers experience on a day-to-day basis is directly supportive of why the company exists in the first place. And Marketers need to protect the budget and investment by ensuring that the brand really does deliver on what it promises, everywhere and every time. Such challenges mean that one of the best ways to raise awareness internally of how well-aligned those experiences are (or are not) is by mapping the customer journey.</p> <p>By understanding what it's really like to be a customer, what it should be, could be and why, customer journey mapping gives a business the reassurance that its finite resources will be used in the best way.</p> <p>We'll develop the framework for mapping your own customers' journey, full of tips, tools and templates. We'll prioritise which journeys to map and what questions to ask. Above all though, the session will show how your journey mapping activity will be highly relevant by making it</p> <p style="text-align: center;">Strategic; mapping the journeys that matter the most Effective; engaging others and not being overly-complicated Influential; using it as a catalyst to drive the right change</p>
<b>Is this course right for me?</b>	This workshop will be for you if you are looking for an effective and credible methodology to map your customers' journeys. Whether you are in a Customer Experience role or work in any other part of the business such as Marketing, Customer Service, Operations or elsewhere, the workshop is designed for people who want to show how a genuine focus on customers can reduce costs and wasted effort while increasing revenue and loyalty.
<b>What will I Learn?</b>	<p>You will learn how to go about mapping your customer journeys effectively with proven methodologies and templates. They will give you an approach that will allow you to show others, among other things, what actions will attract more customers and get existing ones to spend more and tell all their friends.</p> <p>You'll be better placed to help your organisation see things from a customer's perspective. The insights the mapping generates will help engage even the most sceptical of stakeholders because you'll be able to show them how they can do their own job more effectively.</p> <p>And because we look at journey mapping in a strategic context, you'll have a broader knowledge of how to prove that the principles of Customer Experience will be of benefit to your business.</p>
<b>Pre-course Activity</b>	None



<b>Further Development</b>	For those driving the customer experience agenda, membership of the Customer Experience Professionals' Association (CXPA) gives access to a network of like-minded practitioners as well as information and resources. The CXPA also has an exam qualification for people who want to become a Certified Customer Experience Professional.
----------------------------	--