

Customer Experience Journey Mapping Workshop



Who Should Attend?

Customer Experience Journey Mapping (CEJM) is a special process improvement methodology developed for improving customer-facing processes. It is based on an "Outside-In" approach for process improvement - where the process is defined from the customer perspective - and on the execution of Lean Methodology. CEJM is a very powerful method used by many customer-facing organisations (such as banks, telecoms, service companies and sales organisations) to create processes that improve customer satisfaction and loyalty while remaining cost efficient.

This course is designed for anyone who works in customer care, sales, or marketing. It is offered for 2 groups, up to 5 participants each.

Course Scope

The training consists of 3 parts. The first part (preparation) is conducted in advance offsite with minimal trainee participation, the second part is a hands-on workshop, and third part is the trainees' presentation and brainstorming session. The second and third parts are conducted onsite over a period of 2 days.

1. Process Identification - remote.
 - The trainer works with 1-2 of your employees to identify which two processes are good examples to be analysed in the training.
 - This part requires your company's case material to be prepared by the trainer (approx. 3-4 phone discussions). To make the next steps easier, it is recommended that you then translate this material into the local language.
2. Process Analysis - on site. The workshop includes the following steps:
 - Method introduction and case examples - 1.5h, both groups. Presentation explains method benefits, gives real-world cases of "Outside-In" process design and introduces the participants to the exercise.
 - Exercise - approx. 3h, each group separately. The exercise is based on a selected process (one for each group). The trainer acts as group facilitator, but at this stage does not contribute to the process analysis. The exercise includes:
 - Defining customer experience - the feelings and motivations of a customer during each step of the selected process.
 - Defining people, tools, systems and documents involved in each step of the process.
 - Identifying corporate KPIs that are affected by the process.
 - Pinpointing the "turning point" in the process - the process step that has critical impact on customer experience.
 - Identifying required changes, benefits, and company prerequisites for that "turning point" - building a base for a mini-business case of process improvement.
 - Preparing output in the template provided by the trainer.
 - Presentation preparation -1.5h, each group separately. The trainer works with the group to prepare presentation material suitable to be given to the management and used in the decision process.

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- Note: the same exercise is repeated the next day with the second group.
- 3. Result presentation & change target selection – on site. The objective of this part is to discuss exercise results and to prepare further processes for analysis. This step is conducted on the day after part 2 and consists of:
 - Group presentation – 1.5h. Group presentation can be delivered in your local language. This is an internal test and dry-run of the management presentation. This step is also part of the methodology and is considered necessary for the preparation of successful process change. Each group presents their results to the other. The presentations are discussed and changes / improvements suggested by the team.
 - Process selection – 1.5h. Brainstorming session to identify which processes should be improved next. Prioritisation exercise to teach participants a straightforward way to prioritise issues.

Course Objectives

During this course the participants will:

- Learn how to use the Customer Experience Journey Mapping methodology, so they will be able to analyse and improve further processes themselves.
- Analyse two actual processes, immediately starting process improvement in your company.

Prerequisites

Participants should be very familiar with actual customer-facing processes & operations in the company.

Training Structure

Instructor-led training and workshop. Lecture and exercises.

Methodology

This course is a hands-on workshop in using Customer Experience Journey Mapping methodology as applied to your company's specific situation. The instructor-led part is minimal and most of the training requires active participation in which the trainer acts as facilitator only.