

Day 1

MODULE 1: CJM Introduction (120 minutes)

Learn what customer journey maps (CJM) are and when to use them.

- Introduction to what CJM can help accomplish
- Difference between CJM and outcome oriented CJM
- Outside-In thinking vs. Inside-Out thinking
- Product vs. Service journey maps
- Setting appropriate goals with CJM
- Identifying the right CJM opportunities

BREAK (15 minutes)

MODULE 2: CJM Foundations Part 1 (90 minutes)

Learn the basic foundations for creating successful journey maps.

- Setting the right expectations
- Method selection: paper (post-it) vs. digital (google docs) mapping
- Useful CJM materials and CJM technologies
- Importance of using customer segments in CJM
- Establishing scenarios (current state vs. future state)
- Creating Personas for CJM

LUNCH (60 minutes)

MODULE 3: CJM Foundations Part 2 (120 minutes)

Learn the basic foundations for creating successful journey maps.

- Defining the right journeys (how many should be mapped?)
- Defining touchpoints and interactions
- Considering channels in the CJM process
- Laying out the optimal mapping environment
- Understanding customer empathy (think, feel, do / need, want, expect)
- B2C vs. B2B customers and how to manage complexity with multiple decision-makers
- How to effectively invite customers to participate in your CJM

BREAK (15 minutes)

MODULE 4: Leveraging the Right Internal Assets for CJM (90 minutes)

The role of internal teams and customer data to optimize CJM success.

- Inviting multiple areas of the business (diversity of perspectives) to help with mapping, setting shared outcome objectives
- Finding and using existing CRM data to help fortify mapping
- How to use existing customer-support data to improve CJM
- CJM Start Checklist: Pulling all CJM foundations together, know when you're ready to start



Day 2

MODULE 5: CJM Process Part 1 (120 minutes)

Learn how to create successful journey maps.

- Getting started: establishing guidelines (e.g.: current vs. future state, scenario, persona)
- How to build consensus on journey phases to be mapped
- Identifying key moments that matter (moments of truth)
- The role of CX Governance in making ongoing CJM a reality

BREAK (15 minutes)

MODULE 6: CJM Process Part 2 (120 minutes)

Learn how to create successful journey maps.

- Key process differences in mapping service journeys vs. product journeys
- Key process differences in mapping volumetric (low-value, high-volume) vs. relationship (high-value, low volume) journeys
- Understanding transition volatility (what customers think/feel/do between journey phases)

LUNCH (60 minutes)

MODULE 7: Mapping Volumetric B2C Customer Journeys (120 minutes)

Participants will map a real B2C customer journey.

- Mapping a real B2C volumetric (low-value, high-volume) journey

BREAK (15 minutes)

MODULE 8: Mapping Relationship B2B Customer Journeys (120 minutes)

Participants will map a real B2B customer journey.

- Mapping a real B2B relationship (high-value, low volume) journey



Day 3

MODULE 9: Isolating Journey Friction (120 minutes)

Learn how to successfully identify points of journey friction in customer journey maps.

- What is friction in CJM?
- Distinguishing between journey friction and interaction friction
- How to spot and prioritize points of journey friction

BREAK (15 minutes)

MODULE 10: Isolating Journey Innovation Opportunities (120 minutes)

Learn process to syst identify points of journey innovation opportunity in customer journey maps.

- What is a journey innovation opportunity in CJM?
- How to spot and weigh relative journey innovation opportunities

LUNCH (60 minutes)

MODULE 11: Communicating CJM Outcomes (120 minutes)

Learn how to successfully communicate CJM outcomes to the organization.

- How to synthesize the results of journey maps for greatest impact
- Tricks and tips to visually communicate outcome-oriented maps
- Leading CJM practices from how the world's best companies communicate their customer journey maps

BREAK (15 minutes)

MODULE 12: Acting on CJM Outcomes (90 minutes)

Learn how to successfully stimulate desired actions based on customer journey maps.

- What we want people and teams to do with our maps
- What we want executives (management and leadership) to do as a result of our maps
- Using mapping outcomes to facilitate cross-team collaboration and planning
- Prioritizing outcomes from CJM to continually improve the customer's experience and create value for the organization
- Tying CJM to ROI to help fund future CJM efforts



Comprehensive Outcome-Oriented Customer Journey Mapping: A Three-Day Immersive Workshop

Instructor Bio:

Steven Keith is the founder of CX Pilots, a US-based customer experience (CX) consultancy. He has advised companies like Deloitte, Ernst & Young, Google, IBM, GE, Kohler, Morgan Stanley and the world's largest architects, engineering firms and construction firms, on how to orient their operations toward customers and employees to increase performance.

He works with accounting, AEC, insurance, banking, manufacturing, tech and professional services organizations to help them better understand their most powerful assets—people (employees and customers).

Steven and his company have aggressively innovated the traditional customer journey mapping process to make it significantly more effective by focusing on the action-oriented outcomes of journey mapping.

