

Customer Journey Design

Group Training

Training code	CGACUSJDCD
Spoken Language	Dutch
Language Materials	English
Dayparts	2
Price	€800,00 excl. VAT No extra costs.

What is Customer Journey Design

Organizations are increasingly aware that it is not just about the moment of “checkout”, but about creating a positive user experience during the entire customer journey from the first to the last moment of contact. In the Customer Journey Design training, you learn to design these customer journeys yourself. You (re)discover touchpoints and find out where new B2B and/or B2C opportunities lie for the client. Customer Journey Design offers an approach that combines several methods and techniques and gives you insight into how to develop new services as effectively as possible, for use with a variety of media and channels. You learn to use:

- Empathy map
- Customer journeys, phases, and touchpoints
- User interviews
- Map emotions
- Data and GAP analysis It will give you the knowledge to lay a new basis for the client contact strategy and brand/product loyalty.

Who should attend Customer Journey Design

- Marketing Managers: Enhance your ability to design customer-centric marketing strategies.
- Customer Experience Managers: Improve customer satisfaction by optimizing every touchpoint.
- Product Managers: Develop products that align with customer needs and expectations.
- Business Analysts: Gain insights into customer behaviour and identify areas for improvement.
- UX/UI/ Service Designers: Create user-friendly interfaces that enhance the customer journey.
- Sales Managers: Understand the customer journey to better align sales strategies and discover new ones.
- Entrepreneurs: Learn to create customer journeys that drive business growth.
- Consultants: Offer clients advanced strategies for improving their customer journeys.



- Project Managers: Ensure projects are aligned with customer journey objectives.

Prerequisites

No prior experience is required.

Objectives

At the end of the training, you will be able to:

- Put Customer Journey Design in the right context (IT and non-IT environment).
- Use Customer Journey Design to improve the customer's total experience with product and service.
- Apply different processes and tools to analyze the customer journey and user expectations.
- Develop strategies to enhance customer touchpoints and overall satisfaction.
- Utilize empathy maps, user interviews, and data analysis to inform design decisions.

This course is designed to provide you with the knowledge and tools to create effective and engaging customer journeys, ultimately leading to improved client relationships and business success.

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