

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 in how to develop the new services as good as possible, for use with a variety of media and channels. You learn to use:

- Customer journeys, phases and touch points;
- Empathy map;
- User interviews;
- User stories;
- 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

The training is intended for anyone who wants to learn how to look in a more creative way at a customer experience and how to use that new insight for developing new or enhanced products/services.

Possible roles could be:

- Business analysts;
- Product Owners / product managers;
- Software or sales consultants.

This way of thinking and working can also be useful for UX and maintenance personnel.

Prerequisites

During this training you use your own laptop, so it is necessary to have it available during the training.

Objectives

After this 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 analyse the customer journey and user expectations.

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