Customer Journey Mapping in Banking Training Course

Professional Development Training Course Outline

Category	Banking Institute	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s hyper-competitive and digitally disrupted financial ecosystem, Customer Journey Mapping (CJM) has become a strategic imperative for banks aiming to deliver seamless omnichannel experiences, customer-centric innovation, and data-driven personalization. Customer Journey Mapping in Banking Training Course equips banking professionals with advanced tools and methodologies to visualize, analyze, and optimize customer interactions across all touchpoints branch, mobile, web, call center, and third-party ecosystems. Leveraging AI-driven analytics, behavioral insights, and real-time data, participants will learn how to design frictionless journeys that enhance customer satisfaction, retention, and lifetime value (CLV).

With increasing pressure from fintech disruptors and evolving customer expectations, banks must transition from product-centric models to experience-led transformation strategies. This training integrates design thinking, customer analytics, digital transformation frameworks, and journey orchestration techniques to enable participants to identify pain points, reduce churn, and drive revenue growth. Real-world case studies from global banks will illustrate how leading institutions are using customer journey mapping, predictive analytics, and automation to create competitive advantage and sustainable growth.

Programme Curriculum

Customer Journey Mapping in Banking Training Course

Introduction

In today’s hyper-competitive and digitally disrupted financial ecosystem, Customer Journey Mapping (CJM) has become a strategic imperative for banks aiming to deliver seamless omnichannel experiences, customer-centric innovation, and data-driven personalization. Customer Journey Mapping in Banking Training Course equips banking professionals with advanced tools and methodologies to visualize, analyze, and optimize customer interactions across all touchpoints branch, mobile, web, call center, and third-party ecosystems. Leveraging AI-

driven analytics, behavioral insights, and real-time data, participants will learn how to design frictionless journeys that enhance customer satisfaction, retention, and lifetime value (CLV).

With increasing pressure from fintech disruptors and evolving customer expectations, banks must transition from product-centric models to experience-led transformation strategies. This training integrates design thinking, customer analytics, digital transformation frameworks, and journey orchestration techniques to enable participants to identify pain points, reduce churn, and drive revenue growth. Real-world case studies from global banks will illustrate how leading institutions are using customer journey mapping, predictive analytics, and automation to create competitive advantage and sustainable growth.

Course Duration

10 days

Course Objectives

By the end of this course, participants will be able to:

1. Understand end-to-end customer journey mapping frameworks in banking
2. Apply design thinking methodologies for customer experience innovation
3. Identify and eliminate customer pain points using data analytics
4. Leverage AI and machine learning for predictive customer behavior insights
5. Design omnichannel banking experiences across digital and physical touchpoints
6. Improve customer engagement and personalization strategies
7. Measure customer experience KPIs (NPS, CSAT, CES) effectively
8. Implement journey orchestration and automation tools
9. Enhance customer retention and reduce churn using analytics
10. Align customer journey strategies with digital transformation initiatives
11. Integrate voice of customer (VoC) and feedback systems
12. Optimize customer lifecycle management strategies
13. Develop data-driven customer experience roadmaps

Target Audience

1. Customer Experience Managers
2. Retail and Corporate Banking Professionals
3. Digital Banking and Transformation Teams
4. Marketing and CRM Specialists
5. Product Development Managers
6. Data Analysts and Business Intelligence Teams
7. Operations and Service Delivery Managers
8. Fintech and Innovation Teams

Training Modules

Module 1: Introduction to Customer Journey Mapping in Banking

- Fundamentals of customer journey mapping
- Importance in digital banking transformation
- Key journey stages in banking lifecycle
- Mapping tools and frameworks
- *Case Study: Journey mapping in retail banking onboarding*

Module 2: Customer Behavior and Segmentation

- Behavioral analytics in banking
- Customer personas development
- Segmentation using AI and big data
- Customer expectations in digital era
- *Case Study: Segment-based personalization in banking*

Module 3: Touchpoint Identification and Analysis

- Mapping physical and digital touchpoints
- Customer interaction analysis
- Pain point identification techniques
- Channel integration challenges
- *Case Study: Omnichannel experience optimization*

Module 4: Data-Driven Journey Mapping

- Role of big data and analytics
- Customer data platforms (CDP)
- Real-time data tracking
- Insights generation techniques
- *Case Study: Data-driven CX transformation*

Module 5: Design Thinking for Banking CX

- Principles of design thinking
- Empathy mapping techniques
- Ideation and prototyping
- Customer-centric innovation
- *Case Study: Redesigning loan application journey*

Module 6: Omnichannel Experience Strategy

- Seamless channel integration
- Mobile and digital banking journeys
- Customer consistency across channels
- Personalization engines
- *Case Study: Omnichannel banking success story*

Module 7: Customer Experience Metrics and KPIs

- Net Promoter Score (NPS)
- Customer Satisfaction (CSAT)
- Customer Effort Score (CES)
- Journey performance tracking
- *Case Study: KPI-driven CX improvement*

Module 8: Journey Orchestration and Automation

- Workflow automation tools
- AI-powered journey orchestration

- Trigger-based customer engagement
- Process optimization
- *Case Study: Automated onboarding journey*

Module 9: Voice of Customer (VoC) Integration

- Feedback collection systems
- Social listening tools
- Customer sentiment analysis
- Feedback-driven improvements
- *Case Study: VoC implementation in banking*

Module 10: Personalization and Customer Engagement

- Hyper-personalization strategies
- Recommendation engines
- Customer engagement platforms
- Behavioral targeting
- *Case Study: Personalized product offerings*

Module 11: Customer Retention and Loyalty Strategies

- Churn prediction models
- Loyalty program design
- Customer lifetime value (CLV)
- Retention analytics
- *Case Study: Reducing churn using analytics*

Module 12: Digital Transformation and CX Alignment

- CX in digital banking transformation
- Fintech collaboration models
- API-driven banking ecosystems
- Innovation frameworks
- *Case Study: Digital-first bank transformation*

Module 13: Risk, Compliance, and Data Privacy in CX

- Data protection regulations
- Ethical use of customer data
- Compliance in customer journeys
- Risk mitigation strategies
- *Case Study: GDPR-compliant journey mapping*

Module 14: Advanced Analytics and AI in CX

- Predictive analytics in banking
- Machine learning applications
- AI chatbots and virtual assistants
- Real-time decisioning
- *Case Study: AI-powered customer service*

Module 15: Building a Customer Journey Roadmap

- Strategy development framework
- Implementation planning
- Stakeholder alignment
- Continuous improvement cycles
- *Case Study: End-to-end journey transformation roadmap*

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price

23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com