Customer Journey Mapping Workshop Training Course

Professional Development Training Course Outline

Category	Customer Service and Customer Experience	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s hyper-competitive marketplace, delivering exceptional customer experiences is no longer optional it is essential. Customer Journey Mapping Workshop Training Course equips professionals with the skills to visualize, analyze, and optimize the end-to-end customer journey. By understanding touchpoints, pain points, and emotional triggers, organizations can drive higher engagement, loyalty, and revenue growth. This workshop leverages cutting-edge tools, real-world case studies, and interactive exercises to transform abstract data into actionable strategies.

This intensive workshop focuses on customer-centric design, behavioral analytics, omnichannel engagement, and experience optimization. Participants will gain hands-on expertise in creating detailed journey maps, identifying critical moments of truth, and implementing solutions that enhance satisfaction. Whether you’re in marketing, product management, sales, or customer service, this training empowers teams to anticipate customer needs, reduce churn, and build lasting brand advocacy.

Programme Curriculum

Customer Journey Mapping Workshop Training Course

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Course Objectives

1. Understand the fundamentals of Customer Journey Mapping and its impact on business growth.
2. Identify key customer touchpoints and moments of interaction.
3. Analyze customer pain points to drive improvement initiatives.
4. Leverage behavioral analytics for informed decision-making.
5. Design omnichannel experiences that delight customers.
6. Apply persona-driven mapping to target diverse audience segments.
7. Develop actionable experience optimization strategies.
8. Integrate emotional journey mapping to enhance customer satisfaction.
9. Measure customer experience metrics and KPIs effectively.
10. Utilize digital tools and mapping software for journey visualization.
11. Implement cross-functional collaboration for journey improvement.
12. Conduct real-time journey audits to identify gaps.
13. Transform journey insights into strategic business outcomes.

Target Audience

1. Customer Experience Managers
2. Marketing Professionals
3. Product Managers
4. UX/UI Designers
5. Business Analysts
6. Sales Managers
7. Service Delivery Managers
8. Digital Transformation Leaders

Course Modules

Module 1: Introduction to Customer Journey Mapping

- Definition, importance, and business impact
- Customer-centric approach and strategy alignment
- Identifying touchpoints and customer expectations
- Understanding omnichannel experiences
- **Case Study:** Starbucks' multi-touchpoint customer journey

Module 2: Understanding Customer Personas

- Building accurate and actionable personas
- Segmenting audiences based on behavior and needs
- Emotional and psychological mapping

- Aligning personas with journey stages
- **Case Study:** Airbnb’s persona-driven experience design

Module 3: Mapping Touchpoints & Moments of Truth

- Identifying physical, digital, and emotional touchpoints
- Mapping customer interactions across channels
- Recognizing critical moments of truth
- Prioritizing touchpoints for maximum impact
- **Case Study:** Amazon Prime delivery experience analysis

Module 4: Pain Point Analysis & Opportunity Identification

- Identifying friction points in the journey
- Root cause analysis techniques
- Gap analysis and solution ideation
- Leveraging feedback loops for improvement
- **Case Study:** Uber ride experience optimization

Module 5: Omnichannel Experience Design

- Aligning online and offline experiences
- Creating seamless transitions across channels
- Personalization and predictive analytics
- Tools for omnichannel mapping
- **Case Study:** Disney theme park journey integration

Module 6: Behavioral Analytics & Data-Driven Insights

- Customer data collection and segmentation
- Quantitative vs qualitative insights
- Tracking metrics for continuous improvement
- Data visualization for journey mapping
- **Case Study:** Netflix recommendation engine insights

Module 7: Co-Creation & Cross-Functional Collaboration

- Engaging stakeholders in journey mapping
- Collaborative workshops and design thinking
- Breaking silos to enhance CX delivery
- Aligning teams around customer-centric goals
- **Case Study:** Spotify’s cross-functional product teams

Module 8: Action Planning & Continuous Improvement

- Prioritizing initiatives based on impact
- Setting CX KPIs and measurable outcomes
- Iterative testing and optimization
- Creating sustainable journey mapping practices
- **Case Study:** Zappos’ continuous customer experience refinement

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- 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	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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

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