

A hand-drawn graphic on a chalkboard background. A hand is pointing to a circular area containing silhouettes of diverse people in various colors (red, blue, orange, green, purple). The silhouettes are arranged in a line, suggesting a journey or process. The text 'Customer Journey Mapping' is overlaid on the graphic in a large, white, sans-serif font with a red outline.

Customer Journey Mapping

An interactive workshop to allow you to optimise your customers' journey

- ✓ Strictly limited number of seats to ensure maximum learning and experience for all delegates
- ✓ Thorough and customised program to address current market concerns
- ✓ Provision of a certificate to delegates at the end of the training

KEY BENEFITS OF ATTENDING

- **ENSURE** that you know who your customers are, what their requirements are and how you should **RESPOND** to meet and **EXCEED** those requirements
- **CREATE** opportunities and space for new ideas
- **IDENTIFY** initial opportunities for improvement and to **ESTABLISH** a roadmap for change – It is a critical tool in your Customer Experience toolbox
- **BETTER** understand your customers and be **PROMPT** and **EFFICIENT** in making changes to your business to respond to evolving wants and needs
- **OBTAIN** a tangible view of how to **IMPROVE** your customer experience on a continuous basis