



[www.6peas.com.au](http://www.6peas.com.au)

BUILDING STRONG TEAM SKILLS

WORKSHOP: CUSTOMER JOURNEY MAPPING

2 DAY COURSE

OUTCOMES AND DRAFT AGENDA

BOOKINGS ESSENTIAL

CONTACT:

Strategic Lead & Customer Engagement Specialist:

Carolyn McSweeney – 6peas

M | 0437 822 142

E | [carolyn@6peas.com.au](mailto:carolyn@6peas.com.au)



## CUSTOMER JOURNEY MAPPING

### Learning Outcomes:

- ± Provide a foundation to help you provide value to your members and drive loyalty and referrals
- ± Understand how to create a customer journey map
- ± Understand how to use AND what to expect customer journey maps
- ± Using the persona canvas incorporating neuroscience on human behaviour
- ± Borrow some tools and techniques that you can continue to use to drive customer centric strategies and improve your member experience.
- ± How to ensure your CX program is tacking well
- ± How to brief your research when you identify your research gaps in your customer journeys

### Who should attend:

- ± Executives, board members and C-suite
- ± Leadership teams/Management teams
- ± Customer experience ambassadors
- ± Frontline management, call centres, support centres
- ± Members of associations as engagement tools
- ± Entrepreneurs/investors / start ups

### Our training advantage:

- ± Instructors with strong subject matter expertise and training skills
- ± Extensive experience working with teams and siloed leaders
- ± Leading end content fuelled by collaboration and ongoing research
- ± Toolkits to practice what you have learnt in your own environment
- ± Ongoing assistance after the training to assist with challenges



## DRAFT AGENDA

### DAY 1

8:30 to 8.45	Welcome and Introductions
8:45 to 9:45	Customer Experience Building Blocks
9:45 to 10:30	Exercise: Developing Next Steps for a CJM
10:30 to 10:50	Coffee Break
10:50 to 11:30	Introduction to Customer Journey Maps
11:30 to 12:15	Introduction to Design Personas
12:15 to 1:15	Lunch & Optional Exercise
1:30 to 2:30	Exercise: Developing a Design Persona
2:30 to 3:15	CJM Creation Exercise: Define Journey Stages
3:15 to 3:35	Coffee Break
3:35 to 4:20	CJM Creation Exercise: Define Goals using different persona within each customer group (defined).
4:20 to 5:15	Group Sharing Session
5:15 to 5:30	Day 1 Wrap-up & Adjourn

### DAY 2

8:30 to 8:45	Welcome and Day 1 Refresh
8:45 to 10:00	CJM Creation Exercise: Steps, Expectations, Issues/Obstacles, Emotions and Moments of Truth
10:00 to 10:20	Coffee Break
10:20 to 11:15	CJM Creation Exercise, continued
11:15 to 12:00	Developing Your Research Plan
12:00 to 1:00	Lunch
1:00 to 1:45	Group Sharing Session
1:45 to 2:45	Getting the Most Value from CJMs



2:45 to 3:05

Coffee Break

3:05 to 3:45

Governance and Metrics

3:45 to 4:15

Next Steps to fill gaps and action plan

Research design

Messaging

Feedback loops

Employee engagement around your purpose



## OTHER TRAINING TOPICS

- ± Title: “Steering” CX with leaders (Neuroscience meets CX)
- ± Title: Sales Performance – traditional sales is dead, how to drive sales in the new digital economy (Neuroscience meets CX)
- ± Title: Digital engagement driving customer loyalty
- ± Title : Driving Value from Net Promoter Score - (Innovation, Metrics and Governance of NPS programs)
- ± Title: Leading Culture Change - starting your Customer Experience Journey
- ± Title: Driving Customer Experience Transformation – Leaders and Boards
- ± Title: Customer Journey Mapping
- ± Title: Employee Engagement
- ± Title: Collaborating to drive improvement- organisational cohesiveness
- ± Title: Customer Led Design
- ± Title: Customer Experience – driving growth for Not for Profits (NFP’s)
- ± Title: Customer Led Design and Innovation and a whole set of tools
- ± Title: Improving your customer experience - what now?
- ± Title: Empathy, Engagement and Communications 101
- ± Title: Defining your purpose



## HOW WE WORK

### PEOPLE FIRST

The experience of your customers, employees and partners is critical. Good customer engagement is an actionable, measurable and profitable process. But it requires commitment and hard work.

### COLLABORATION

We not only work closely with our client as key stakeholders but we engage experts within the industry and outside of the industry to provide insights to share with our clients. We work in partnership to create a great experience for all.

### SHARING OF KNOWLEDGE

We share our knowledge of customer experience, our industry experience and assist in leaving a skill set that can be used long after we have gone. We facilitate, we mentor and we teach.

### LEADERSHIP

We work with leaders of the organisation to set the tone and example for any initiatives to ensure a successful implementation with total engagement internally and externally.

### ORGANISATIONAL CULTURE

We work in optimising the culture for positive engagement across the business. To develop a culture of listening to lead to the development of loyalty, innovation and growth.

### COMPELLING BRAND VALUES

We assist to develop compelling brand values and statements that will appeal and resonate with your customers, your employees and your partners.

### ENGAGED EMPLOYEES

We engage with employees to become loyal *advocates* of what they do and why they do it. We work every level of engagement across the business.