

## Customer Experience Journey



MR-163 2 Days (14 Hours)

### Description

The training teaches the methods and tools necessary to build effective customer journeys, in line with growing customer expectations. Participants will discover new techniques such as Customer Journey, Experience Map, Blue Print and best practices to adopt. Remote workshops and co-construction tools will facilitate practical implementation.

### Who is this training for ?

#### For whom

- It is aimed at managers and managers of customer experience, customer relations, marketing, digital marketing, CRM, operations and the Directors of these functions.
- It may also be of interest to IT and Human Resources managers (employee experience).

#### Prerequisites

- To follow this training, you are required to master the fundamentals of marketing and customer relations.

### Training objectives

- Understand the new challenges of Customer Experience, the methods to implement and the mistakes to avoid
- Identify on which axes to structure your Customer Experience approach in order to initiate and sustain a human-centered Customer Experience approach
- Master new challenges and know where, when and how to optimize new phygital customer journeys in order to increase customer engagement and performance
- Concretely adopt the latest collaborative design methods from Persona, and map customer journeys "Customer Journey / Experience Mapping"

### Training program

## Maîtriser les piliers de transformation de l'expertise client

- 1. Use Design Thinking and agility to design your future experience
- Understand the contribution of each universe: UX, UI, Design Thinking, Service Design to Experience Design .
- What methods to prioritize your CX projects?
- Method for designing future courses: The story board, the Blue Print, ...
- Workshop 6: Workshop of Prioritization of CX projects
- 2. Manage your customer experience and KPIs to implement
- Implement the key Customer Experience indicators
- Manage the experience customer in real time
- Final workshop: Determine your personal action plan

## Savoir diagnostiquer son expérience et parcours client

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## Transformer avec le customer journey et l'expérience map

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## Concevoir son expérience future avec le design d'expérience & design thinking

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