

Temkin Group Workshop

Mapping and Improving Your Customers' Journey



Every customer is on a journey, yet companies treat each customer interaction as if it's an isolated event. To improve customer experience, organizations must understand and cater to their customer's entire journey. As a first step...

Get out of your office and immerse yourself in a highly interactive two-day Temkin Group workshop. Learn leading-edge approaches for creating and using a customer journey map (CJM) to improve customer experience. Even if your firm uses consultants to build customer journey maps, this workshop will provide you with the solid foundation required to gain the most value from those vendors.

Who Should Attend?

This workshop is ideal for executives as well as individual contributors who are responsible for improving customer experience and are looking for a more practical, disciplined approach to use within their organization.

What Will Attendees Learn?

- **Creating customer journey maps.** Learn the key elements of an effective customer journey map and get started on developing a draft customer journey map through a series of guided exercises.
- **Creating and using design personas.** Learn about the importance of design personas and how to create them.
- **Driving action with customer journey maps.** Explore ways to improve customer experiences based on moments of truth identified in CJMs.
- **Leading internal customer journey mapping sessions.** Take away templates and guidance for leading your own internal sessions.

Pre-Workshop Requirements:

In the workshop, attendees will go through some of the steps for developing a draft customer journey map. To prepare for the exercises, attendees will be asked to identify a target customer who will be the focus of the persona development exercise and the “main character” of the customer journey map. To help with this, we recommend attendees think about in advance the target customer and a specific customer journey they would like to work on during the workshop.

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Agenda on Day 1:

Time	Content
8:30 AM	Welcome and Introductions
9:00 AM	Customer Experience Building Blocks Presentation and interactive discussion about core CX principles and concepts.
9:45 AM	Exercise: Developing Next Steps for a CJM In small groups, attendees make recommendations to a fictitious company about areas of improvement, measurements to establish, and follow-on research based on findings in a CJM.
10:30 AM	Break
10:50 AM	Introduction to Customer Journey Maps. Understanding what journey maps are and why they are important to CX efforts. Introducing the seven steps for developing CJMs. Identifying the structural elements and styles of CJMs.
11:30 AM	Introduction to Design Personas Presentation and interactive discussion about the need for design personas and what it takes to create a good one.
12:15 PM	Lunch & Optional Walk
1:30 PM	Exercise: Developing A Design Persona Working as individuals, or as members of the same company, attendees create a design persona that they will be using to build out their CJMs.
2:30 PM	CJM Creation Exercise: Define Objectives and Journey Stages Working as individuals, or as members of the same company, attendees define the objectives for a CJM and develop a high level outline of the stages of journey.
3:15 PM	Break

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3:35 PM	CJM Creation Exercise: Define Customer Goals Working as individuals, or as members of the same company, attendees define the goals the customer has at each stage of the journey.
4:20 PM	Group Sharing Session Interactive discussion for participants to share their initial journey mapping work and lessons they learned from the process
5:15 PM	Day 1 Wrap-up
5:30 PM	Adjourn
6:30 PM	Dinner hosted by Temkin Group

Agenda on Day 2:

Time	Content
8:30 AM	Welcome and Day 1 Refresh
9:00 AM	CJM Creation Exercise: Steps, Expectations, Obstacles, Moments of Truth Working as individuals, or as members of the same company, attendees work on one of the stages of their journey to identify the steps the customer takes, the customer's expectations, the obstacles to accomplishing the goal, and emotions / moments of truth
10:00 AM	Break
10:20 AM	CJM Creation Exercise: Steps, Expectations, Obstacles, Moments of Truth, continued
11:15 AM	Developing Your Research Plan Review of research approaches for gathering inputs needed when developing customer journey maps and for conducting validation research with customers
12:00 PM	Lunch

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1:00 PM	Group Sharing Session Interactive discussion for participants to share their journey mapping work and how they are thinking about using their maps to improve CX back at their organizations
1:45 PM	Getting the Most Value From CJMs Presentation on the next steps for putting CJMs to use to drive action: identifying and prioritizing opportunities, engaging employees and implementing changes to improve the customer experience. Interactive discussion on how to get immediate and ongoing value from your CJMs.
2:45 PM	Break
3:05 PM	Facilitating an Internal Journey Mapping Session Presentation and discussion on the essentials for preparing for and leading customer journey mapping sessions inside an organization
3:45 PM	Closing thoughts Final Q&A
4:15 PM	Adjourn