



# Customer Journey Mapping Bootcamp (Virtual)

As countries across the world wrestle with plans to re-open, a new world order that will have a lasting impact on our personal and professional lives is emerging. This means that the need to understand your customers' behaviors, needs and expectations is more vital than ever before.

**We are running a 2-Day Virtual Customer Journey Mapping Bootcamp, and you're invited!**

This virtual Bootcamp delivers a robust, interactive, and practical insight into Journey Mapping that you and your organization can implement immediately! Using a structured but fun approach, you will learn how to pinpoint the moments in your customer's experience with your company that generate enthusiasm, heighten satisfaction, and create loyalty. You'll learn to personalize each customer's journey using highly effective tools and techniques designed to enhance their experience, step-by-step. You'll build a collection of ready-to-implement strategies to access the accurate voice of customer (VOC) data that can be put to work instantly to make your customer journey positive, productive, and professional. **BONUS** - these same strategies and techniques will simultaneously improve your staff's experience, building increased trust, energy, and loyalty.



## DELIVERY METHODS:

- 2 Day - Live Virtual Bootcamp
  - ◆ Next Bootcamp **October 7th and 8th**, 10 am-1 pm EST
    - Bonus coaching day November 11th, 10-11 am EST
- Please note: modified versions can be presented as:

Online modules, Live In-person Training, a Lunch and Learn Series, Keynote, and Breakout Sessions

## WHO WILL BENEFIT:

- Business owners, Sales and Marketing professionals, C-suite, senior-level managers, Human Resources professionals, sales professionals, and key contributors to business operations and frontline teams.
  - Summits, conferences, and associations focused on advancing leadership skills, women in leadership, entrepreneurs, small-medium business owners, and sales professionals
  - Organizations and individuals looking to shift their current culture
  - Leadership teams charged with fostering employee engagement, and productivity
  - Organizations looking to expand their workforce
  - Human resources, organizational development, and training professionals

## Workshop Objectives:



- Define Customer Journey Mapping, the need, and the results
- Learn to use this design thinking tool in a variety of business scenarios
- Gain a better understanding of your ideal customer personas
- Build an understanding of how to gather, learn, and incorporate Voice of Customer (VOC) data into your business every day
- Design and implement a blueprint for your ideal customer's journey
- Learn to anticipate moments of truth in your customer journey and have an action plan for when things go wrong
- Create a plan to maximize retention, referrals, and rave reviews from both your internal and external customers

## Your registration includes:

- **2 Day Bootcamp:** 3 hours each day totaling 6 hours of LIVE virtual, interactive lectures and activities, professionally facilitated over zoom
- A BONUS 3rd day of coaching and implementation accountability
- Pre and post-training communication to support the learning journey
- A workbook with examples to guide you through the lessons
- Customizable templates to action your learning journey
- Access to our CX SOLUTIONS FB Group where like-minded CX professionals from around the world gather to share CX greatness. Specific questions pertaining to your business are answered in the group regularly.
- Opportunity to update your LinkedIn profile to show your Course Certification
- A complimentary 1-year membership as a CX Champion (valued at \$197)
- Relationship-building opportunities with participants from across the globe



- Once you have successfully completed the training, you will receive a Certificate of Completion from the INSIDE View Inc. This valuable certification is presented at our quarterly virtual graduation ceremony, where you will be recognized by your peers and fellow graduates!
- Lessons that allow you to place a laser focus on your ideal customer persona
- An in-depth understanding of the emotional intelligence behind the vitally important mapping process
- The data needed to design your customer journey efficiently and effectively

## *This Bootcamp includes:*

- The Journey Mapping MASTER PLAN: What the heck is a journey map and why do I need one? How can it help my customers? How do I implement my findings? How will this impact our organizational performance?
- Interactive guidance on planning YOUR SPECIFIC customer journey
- Results-oriented strategizing for essential stages of the journey mapping process: 1) Determining customer personas and identifying key customer journeys for mapping; 2) Gathering real-life Voice of Customer (VOC) and Voice of Employee (VOE) data in the design process 3) Recruiting research participants and spearheading the implementation of your findings
- Engaging, interactive, and productive group discussion and feedback throughout the two days
- The sharing of best practices, ideas, successes and failures with peers from other global organizations

## **Day #1**

A practical introduction to the powerful methodology of Journey Mapping and how it applies to your specific business and industry, Day 1 will focus on the importance of identifying your ideal customer persona and learning to gather key industry data.



- Step 1: Identify your outcomes.
  - Why is a journey important to your business and your team?
- Step 2: Who is your ideal customer persona?
  - How many do you have?
- Step 3: How will you gather VOC /VOE data? What is the most effective strategy for your business and industry?
  - Ensure that you are designing the journey map from reliable data

## Day #2

Dive deeper into the emotions that drive your customer's behaviors.

- Step 4: How to Design the Journey with the data gathered
  - How to ensure that you're ready to celebrate your successes and handle the challenges that lie ahead in your journey
  - How to incorporate quotes and actual VOC comments into the journey
- Step 5: What are the essential elements of the journey map?
  - What each means and why each element is essential
- Step 6: How to execute the mapping exercise effectively without bias
- Step 7: How to create an action plan based on the critical moments of truth

## BONUS Day 3

Fortune is in the follow-up, my friend!

We are pleased to offer a follow-up session, allowing participants an opportunity to share the progress they've made with their customer personas and Journey Mapping.



Participants will have the opportunity to ask Crystal questions and work out any kinks they may have encountered while creating the map.

This ROBUST 2 Day Boot Camp with a BONUS 3rd day of coaching will give you all the tools you need to execute an effective customer journey map, designed to allow you to increase customer satisfaction, loyalty and retention while staying solidly profitable!

## *Key Outcomes:*

### **You will leave with:**

- A clear and concise ideal customer persona portrait
- An action plan for gathering Voice of Customer (VOC) and Voice of Employee (VOE) data
- A blueprint for your ideal customer journey
- Strategies to maximize retention, referrals, and rave reviews from both your internal and external customers
- Awareness of possible challenges that may come up during your customer journey **including unprecedented global business challenges** that may arise
- Insight into key moments of truth that impact both your business and the customer experience
- And much more!

### **WHAT'S REQUIRED?**

- A desire to create change in today's business world
- An open mind
- A willingness to foster success through design thinking
- A keen interest in creating a strong work environment where employee engagement and customer experience is top of mind



- A commitment to work with us, step-by-step through the skill-building concepts, and awareness-enhancing modules presented in this course
- An ability to view the course content online
- An ability to download supporting material and resources

**Please note:**

- Taking notes is highly recommended
- No specific materials are needed for this course other than those provided virtually

## **Pricing:**

→ 2 Day - Live Virtual Bootcamp

- ◆ Next Bootcamp **October 7th and 8th 2020**, 10 am-1 pm EST
  - Bonus coaching day November 11th, 10-11 am EST
- ◆ \$3,997.00 (\$997.00 for each additional guest up to 10)
- ◆ \$14,997.00 (10 guests or more, up to 100 guests)

→ Modified versions can be presented as:

- ◆ Online Modules, Live In-Person Training, a Lunch and Learn Series, Keynote, and Breakout Sessions

Certificates of Completion will be issued. Please note that this course may be eligible for the Canada Ontario Job grant. Please check with your local office to confirm funding availability.

If you are ready to get started, connect with one of our Customer Experience Engineers TODAY!

# the **INSIDE** view

with *Crystal D' Cunha*

