

# DESIGN TO DELIGHT

## COURSE OVERVIEW

From customer care to commerce, human needs are greater than ever before! By understanding the Customer Journey Mapping process you create smarter, more effective, and longer-lasting customer experiences that will earn their trust and loyalty for life. In this six week course, you will learn that, to exceed elevated internal and external customer expectations, you need the power of an insight-driven, data-supported, emotionally intelligent strategy.

Customer Journey Mapping is one of the most powerful design thinking tools in a Customer Experience Professional's kit! It's a visual representation of the emotional journey a customer experiences with your brand, your people, your product, and your services. Using ethnographic research and real-time data, you'll learn to identify the key moments of truth that optimize your customer's buying process.

Customer Journey Mapping is also a powerful tool for your internal customer experience. In fact, this is the point at which we encourage businesses to start the Journey Mapping process. By Journey Mapping your internal customer (your employees, managers...everyone in your organization), you're able to identify key moments of truth that will give you the data you need to craft an customized experience that will foster a culture of success in your organization.

In this course, you will explore Journey Mapping methodology and how it applies to your specific business and industry. We'll focus on the importance of identifying your ideal customer persona and understanding how to gather data for that persona as well as for your industry, product or service. By effectively designing a Customer Journey Map, you'll gain insight into designing the multi-channel customer experience – Designing to Delight!

If you're ready to craft an exclusive experience for your customers, both internal and external, then Design to Delight get you there faster, and more effectively, teaching you to build and nurture a customer-centric culture.

## LEARNING MODULES

### Module #1: The Foundation

1. What global leaders in customer experience have learned from Customer Journey Mapping
2. CX Competency: Voice of the Customer, Customer Insight, and Understanding
3. The essential elements of the Journey Map
4. How to execute the Mapping exercise effectively without bias

### Module #2: Persona & Journey Design

5. Whose journey will you design first? Your internal customer or your external customers? Who is your ideal customer?
6. What do you want to learn about your customer's journey and why?
7. Why is that journey important to your business and your team?
8. How many personas should you start with?

### Module #3: The Strategy

9. Highly effective VOC /VOE data gathering
10. Inserting powerful VOC/VOE data into your Customer Journey Mapping process
11. Craft your ideal customer personas, with detailed elements of qualitative and quantitative data
12. Creating an action plan based on the critical moments of truth
13. Plan YOUR SPECIFIC customer journey. **Week #4 Journey Mapping**
14. All about the X-Factor

15. Take a deep dive into the emotions that drive your customer's behaviors
16. Insert key moments of truth into the Journey Mapping process.
17. Experience design, improvement, and innovation
18. Create and design an action plan based on solid evidence

#### **Module #5: Actionable Outcomes**

19. Words have power: Incorporate the language of love into your design
20. Small changes spark BIG ideas
21. CX Competency: Customer Experience Strategy

#### **Module #6: CX Commitment**

22. If money or time were no object - what could you achieve?
23. Tools to champion change based on your Customer Journey Mapping discoveries

### **WHAT'S INCLUDED:**

- Workbook
- Multiple PDF downloads to support your online learning
- Customizable templates to incorporate into your organization right away
- Customizable slide deck to help you facilitate a Vision Vitals session for your team
- Inspirational resources ● **BONUS VALUE:**
  - You will receive continuous follow-up and coaching in our PRIVATE CX MASTERY Facebook group where like-minded CX professionals from around the world gather to share CX greatness! FOREVER!
  - You will also receive a complimentary CX Champions membership: Valued at \$197 (This is a limited time offer)

### **KEY OUTCOMES**

- A clear understanding of the essential stages of the Journey Mapping process, e.g.: designing customer personas; selecting customer journeys to map; gathering real-life

Voice of Customer (VOC) and Voice of Employee (VOE) data in the design process and recruiting research participants; spearheading the implementation of your findings and more.

- The creation of a concise ideal customer persona
- An action plan for gathering Voice of Customer and Voice of employee data
- A detailed blueprint of your ideal customer journey
- Strategies for maximizing retention, referrals, and reviews from both internal and external customers
- Insight into possible challenges that may arise during your customer journey including unprecedented global business challenges
- Insight into key moments of truth that impact both your business and the customer experience.

Participants will receive a Certificate of Course Completion.

## **WHAT'S REQUIRED?**

- A desire to learn about the emotional experience your internal customer (your staff) and external customer has with your brand, your product or service, and your people
- An open mind - This innovation will take your business to new heights and we hope you are ready!
- A keen interest in the customer lifecycle, design thinking methodologies, customer journey mapping, strategic thinking, innovation, HR, sales, training and development, experiential learning, and human behavior
- An eagerness to progress, step-by-step through the results-driven concepts, and modules presented in this course
- An ability to view the on-demand course content and to download supporting material and resources

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

## **PRICING**

\$597 +HST USD

Need help convincing your boss? Check out this “letter to the boss” Not sure if this is the right course for you?

Book a complimentary 30 minute Discovery Call today and find out which course is best for your team!

New to the CX industry? An expert in the CX industry? Either way...Join our CX Insiders club for FREE and get exclusive insight into the world of CX!