



*Training Course:
Certificate in Customer Journey*

*4 - 8 January 2027
Milan (Italy)*

Training Course: Certificate in Customer Journey

Training Course code: PS235411 From: 4 - 8 January 2027 Venue: Milan (Italy) - Training Course Fees: 5775 € Euro

Introduction

The Certificate in Customer Journey Training Program is a meticulously designed course aimed at providing participants with a deep and practical understanding of the customer journey. As businesses increasingly recognize the importance of customer experience CX in driving growth and loyalty, this program addresses the critical need to map, analyze, and enhance every interaction customers have with a brand.

Throughout this comprehensive five-day course, participants will engage with key concepts and hands-on exercises that illuminate the customer's path from initial awareness to post-purchase advocacy. By examining real-world examples and employing industry best practices, attendees will learn to identify touchpoints, create detailed customer personas, and implement strategies that not only meet but exceed customer expectations.

This program is not just about learning the theory; it's about applying it. Each day is structured to build upon the previous day's knowledge, ensuring a cohesive and cumulative learning experience. Participants will leave equipped with the tools and insights necessary to foster customer loyalty, enhance satisfaction, and ultimately drive business success.

Target Audience

This program is ideal for:

- Customer Experience CX professionals
- Marketing managers and strategists
- Sales and business development professionals
- Product managers
- Business analysts
- Entrepreneurs and business owners
- Customer service managers
- Anyone interested in understanding and improving the customer journey

Objectives

Upon completion of this program, participants will be able to:

1. Understand the concept and importance of the customer journey.

2. Identify and analyze various touchpoints within the customer journey.
3. Develop customer personas and map customer journeys.
4. Implement strategies to optimize the customer experience.
5. Measure and improve the effectiveness of customer journey initiatives.

Outlines

Day 1:

Introduction to Customer Journey

Understanding the Customer Journey

1. Welcome and Program Overview

- Introduction to the course
- Objectives and expectations
- Icebreaker activity

2. Concept of Customer Journey

- Definition and significance
- Key elements of a customer journey

3. Customer Journey Stages

- Awareness
- Consideration
- Decision
- Retention
- Advocacy

4. Interactive Case Study

- Analysis of a real-world customer journey
- Group discussion

5. Q&A and Wrap-Up

Day 2:

Mapping the Customer Journey

Creating Customer Journey Maps

1. Developing Customer Personas

Importance of personas

- How to create detailed personas

1. Journey Mapping Techniques

- Tools and methodologies
- Step-by-step process

2. Practical Workshop: Creating a Customer Journey Map

- Hands-on activity in small groups

3. Presentation and Feedback

- Group presentations
- Instructor and peer feedback

Day 3:

Analyzing Customer Touchpoints

Identifying and Evaluating Touchpoints

1. Customer Touchpoints Overview

Types of touchpoints physical, digital, etc.

- Importance in the customer journey

1. Touchpoint Analysis Techniques

- Evaluating touchpoint effectiveness
- Identifying pain points and opportunities

2. Interactive Case Study: Touchpoint Analysis

- Group analysis of a selected company's touchpoints

3. Q&A and Wrap-Up

Day 4:

Optimizing the Customer Experience

Strategies for Enhancing the Customer Journey

1. Customer Experience Strategies

Best practices and innovative approaches

- Personalization and customer engagement

1. Implementing Changes to the Journey

- Practical steps for optimization
- Change management

2. Practical Workshop: Developing an Optimization Plan

- Group activity to create a plan for journey improvement

3. Presentation and Feedback

- Group presentations
- Instructor and peer feedback

Day 5:

Measuring and Improving Customer Journeys

Metrics and Continuous Improvement

1. Key Metrics for Customer Journeys

KPIs and performance indicators

- Tools for measurement

Continuous Improvement Practices

- Techniques for ongoing optimization
- Customer feedback loops

1. Practical Workshop: Creating a Measurement Framework

- Hands-on activity to develop a framework for measuring customer journey success

2. Final Presentations and Program Wrap-Up

- Group presentations of their measurement frameworks
- Summary of key learnings
- Q&A and final feedback
- Certificate distribution

Registration form on the Training Course: Certificate in Customer Journey

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€ Euro

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