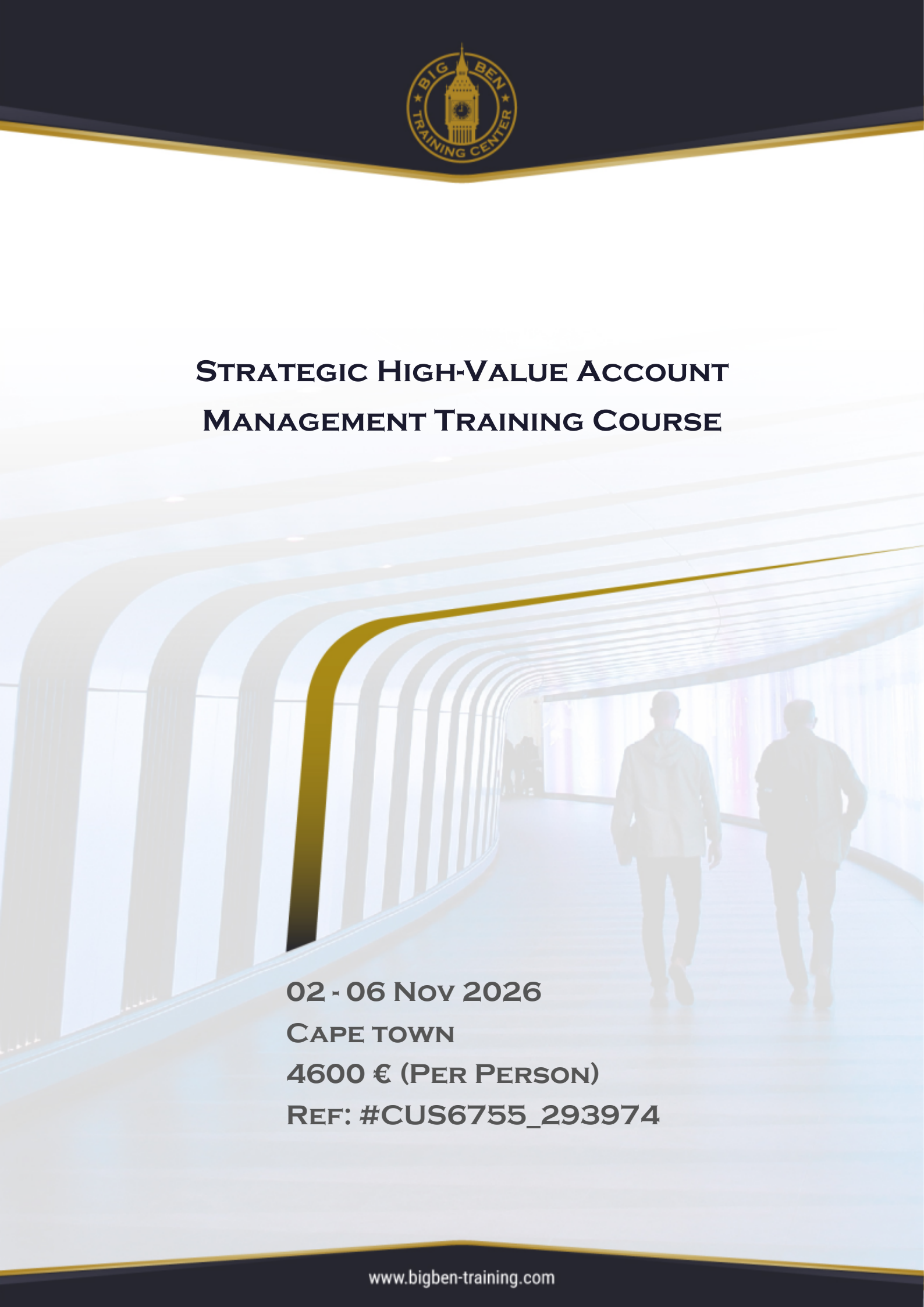
Strategic High-Value Account Management Training Course



02 - 06 Nov 2026

Cape town

4600 € (Per Person)

Ref: #CUS6755_293974

Course Introduction / Overview:

This comprehensive course provides a deep dive into the art and science of digital customer journey mapping, a critical discipline for any organization aiming to thrive in a customer-centric world. Participants will move beyond theoretical concepts to gain practical, hands-on experience in visualizing and optimizing the end-to-end customer experience across all digital touchpoints. We explore how to uncover customer needs, identify pain points, and discover moments of delight that build loyalty and drive business growth. Drawing on principles from leading experts like Jim Kalbach, author of "Mapping Experiences", this program emphasizes turning customer insights into actionable strategies. At BIG BEN Training Center, we believe that understanding the customer's perspective is the cornerstone of successful digital transformation. This course is meticulously designed to equip professionals with the skills to not only create detailed journey maps but also to use them as a strategic tool to foster innovation, align internal teams, and deliver a seamless, omnichannel customer experience that sets your organization apart from the competition.

Target Audience / This training course is suitable for:

- Customer Experience (CX) Managers and Specialists.
- User Experience (UX) and User Interface (UI) Designers.
- Product Managers and Product Owners.
- Marketing Managers and Digital Marketers.
- Digital Strategists and Transformation Leaders.
- Customer Service and Support Managers.
- Business Analysts and Market Researchers.
- Sales and Account Managers.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- E-commerce and Retail.
- Banking, Finance, and Insurance.
- Telecommunications and Technology.
- Healthcare and Pharmaceuticals.
- Hospitality and Tourism.
- Government Agencies and Public Sector Services.
- Consulting and Professional Services.
- Media and Entertainment.

Target Organizations Departments:

- Marketing and Communications.
- Customer Service and Client Relations.
- Product Development and Management.
- User Experience (UX) and Research.
- Information Technology (IT) and Digital Transformation.
- Sales and Business Development.
- Strategy and Innovation.
- Operations.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop detailed customer personas and empathy maps based on qualitative and quantitative data.
- Map current state and future state digital customer journeys with precision.
- Analyze digital touchpoints to identify critical customer pain points and opportunities for improvement.
- Utilize journey mapping as a strategic tool for innovation and service design.
- Facilitate collaborative journey mapping workshops within their organizations.
- Translate customer insights from journey maps into actionable business recommendations.
- Measure the impact of journey improvements using relevant key performance indicators (KPIs).
- Align cross-functional teams around a shared, customer-centric vision.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and results-oriented. We move beyond traditional lectures to create a dynamic learning environment where participants actively engage with the material. The course is built around a blend of expert-led instruction, real-world case study analysis, and hands-on practical exercises. Participants will work in collaborative groups to tackle challenges, building complete customer journey maps from scratch. These workshops simulate real business scenarios, allowing for the immediate application of learned concepts. A significant portion of the training is dedicated to peer-to-peer feedback and group discussions, fostering a rich exchange of ideas and perspectives. Our approach ensures that learning is not just theoretical but deeply practical. Participants will leave with not only a comprehensive understanding of digital customer journey mapping but also with the confidence and tangible skills to implement these powerful techniques within their own organizations to drive meaningful change and deliver superior customer experiences.

Course Agenda (Course Units):

Unit One: Foundations of Customer-Centricity

- Introduction to Customer Experience (CX) and its importance.
- Defining the digital customer journey.
- The difference between touchpoints and journeys.
- Understanding customer personas and their role in mapping.
- Practical workshop on creating data-driven personas.
- Introduction to empathy mapping for deeper customer understanding.
- Aligning journey mapping with strategic business objectives.

Unit Two: The Journey Mapping Research and Scoping Phase

- Defining the scope and objectives of your journey map.
- Qualitative research methods for gathering customer insights (interviews, surveys).
- Quantitative data sources for journey analysis (analytics, CRM data).
- Techniques for synthesizing research into actionable findings.
- Identifying key stages and touchpoints in the customer lifecycle.
- Workshop on planning and executing a customer research plan.
- Avoiding common pitfalls in the data collection process.

Unit Three: Visualizing the Journey and Uncovering Insights

- The core components of a customer journey map.
- Step-by-step process for constructing a current-state journey map.
- Mapping the customer's actions, thoughts, and emotions.
- Identifying moments of truth, pain points, and opportunities.
- Techniques for visualizing the emotional journey of the customer.
- Group exercise in building a complete journey map from a case study.
- Presenting and communicating journey map findings effectively.

Unit Four: From Insight to Actionable Strategy

- Analyzing the journey map to prioritize areas for improvement.
- Brainstorming and ideation techniques for generating solutions.
- Developing a future-state journey map to envision the ideal experience.
- Introduction to service blueprinting to connect customer actions with internal processes.
- Creating an action plan to implement journey improvements.
- Workshop on transforming insights into a strategic roadmap.
- Gaining stakeholder buy-in for journey-led initiatives.

Unit Five: Advanced Applications and Embedding a Journey Mindset

- Mapping complex omnichannel and multi-channel journeys.
- Integrating journey mapping with product development and marketing campaigns.
- Defining Key Performance Indicators (KPIs) to measure journey success.
- Using journey maps to foster a customer-centric culture across the organization.
- The role of technology in customer journey orchestration and personalization.
- Sustaining momentum and continuously iterating on customer journeys.
- Final project presentation and peer feedback session.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might the principles of emotional journey mapping be applied not just to customers, but to enhance the employee experience journey within an organization?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing intensely on the practical application and strategic integration of customer journey mapping, rather than just the theoretical process of creating a diagram. While many courses teach the 'what', we concentrate on the 'so what' and 'now what'. Participants do not just learn to map a journey; they learn to use that map as a powerful catalyst for organizational change. Our curriculum is built around hands-on workshops where attendees work with realistic data sets to build, analyze, and present journey maps, ensuring they leave with tangible skills. We emphasize the critical step of translating insights into an actionable roadmap, bridging the common gap between research and implementation. Furthermore, the course content extends to advanced topics like service blueprinting and omnichannel strategy, providing a holistic view of the customer experience ecosystem. The learning environment is highly collaborative, encouraging participants to share challenges and solutions from their own industries, enriching the experience for all and creating a lasting professional network.