Advanced Customer Journey Mapping and Experience Design Training Course



23 - 27 Nov 2026

Cape town

4600 € (Per Person)

Ref: #MAR2901_284879

Course Introduction / Overview:

In today's hyper-competitive market, understanding and optimizing the customer journey is no longer a luxury but a critical business imperative. This course provides a comprehensive framework for mastering the art and science of customer journey mapping and experience design. We will move beyond basic theory to provide actionable strategies for creating seamless, memorable, and emotionally resonant customer experiences. Drawing on principles from leading experts like Marc Stickdorn, co-author of "This is Service Design Thinking," participants will learn to see their business through the eyes of their customers. This immersive program offered by BIG BEN Training Center is designed to equip professionals with the tools to deconstruct every touchpoint, identify pain points, and uncover hidden opportunities for innovation. By the end of this training, you will not just be able to map a customer journey; you will be able to strategically redesign it to foster loyalty, drive growth, and build a truly customer-centric organization from the ground up. This is an essential skill set for anyone committed to delivering exceptional value and building lasting customer relationships in the digital age.

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.
- Customer Service and Support Leaders.
- Business Analysts and Strategists.
- Operations Managers.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Retail and E-commerce.
- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Telecommunications and Technology.
- Hospitality and Tourism.
- Automotive Industry.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Marketing and Communications.
- Customer Service and Support.
- Product Development and Management.
- Sales and Business Development.
- Information Technology (IT).
- Operations and Logistics.
- Strategy and Corporate Planning.
- Human Resources (for employee experience parallels).

Course Offerings:

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

- Develop detailed customer personas based on qualitative and quantitative research.
- Map complex, end-to-end customer journeys across multiple channels and touchpoints.
- Identify critical moments of truth, pain points, and opportunities for improvement.
- Utilize empathy mapping and other tools to gain deep insights into customer needs and emotions.
- Design innovative solutions and service blueprints to enhance the customer experience.
- Align internal processes and teams to deliver a consistent and seamless journey.
- Implement key performance indicators (KPIs) to measure the impact of CX initiatives.
- Foster a customer-centric culture within their organization.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and results-oriented. We believe that true mastery comes from doing, not just listening. This course abandons traditional lecture-based formats in favor of a dynamic learning environment that blends expert instruction with hands-on application. Participants will engage in collaborative workshops, working in small teams to tackle real-world case studies and build actual customer journey maps from scratch. The program incorporates a variety of learning techniques, including guided discussions, brainstorming sessions, role-playing scenarios, and peer-to-peer feedback. Our expert facilitators create a supportive space for experimentation and critical thinking, ensuring that every participant can connect the concepts to their specific organizational challenges. The focus is on practical skill development, providing attendees with tangible tools, templates, and frameworks they can immediately apply in their roles. This immersive approach ensures that learning is not only retained but is also directly translatable into measurable improvements in customer experience and business outcomes.

Course Agenda (Course Units):

Unit One: Foundations of Customer-Centricity

- Introduction to Customer Experience (CX) and its strategic importance.
- The difference between customer service, UX, and CX.
- Understanding the modern customer's expectations and behaviors.
- Key principles of experience design and service design thinking.
- The business case for investing in customer journey mapping.
- Identifying key stakeholders in the customer experience ecosystem.
- Introduction to the core components of a customer journey map.

Unit Two: Deep Dive into Customer Research and Personas

- Methods for gathering customer insights and data.
- Conducting effective customer interviews and surveys.
- Utilizing analytics and behavioral data for journey mapping.
- The art of creating detailed and actionable customer personas.
- Developing empathy maps to understand customer thoughts and feelings.
- Segmenting customers for targeted journey analysis.
- Ethical considerations in customer research and data handling.

Unit three: Mastering the Journey Mapping Process

- Defining the scope and objectives of your journey map.
- Identifying all customer touchpoints across different channels.
- Mapping the stages of the customer lifecycle from awareness to advocacy.
- Visualizing the customer's actions, thoughts, and emotions at each stage.
- Identifying moments of truth, pain points, and opportunities.
- Creating high-impact visual journey maps using various formats.
- Validating your journey map with real customer feedback.

Unit Four: From Insights to Innovation and Design

- Analyzing journey maps to prioritize areas for improvement.
- Brainstorming and ideation techniques for creating better experiences.
- Introduction to service blueprinting to connect customer actions with internal processes.
- Designing and prototyping new and improved customer interactions.
- Applying principles of emotional design to create memorable moments.
- Strategies for creating a seamless omnichannel customer experience.
- Developing an action plan for implementing CX improvements.

Unit Five: Measurement, Culture, and the Future of CX

- Defining key metrics to measure CX success (NPS, CSAT, CES).
- Linking CX initiatives to tangible business outcomes and ROI.
- Strategies for embedding a customer-centric culture across the organization.
- Overcoming common challenges in implementing CX changes.
- The role of technology and AI in shaping future customer journeys.
- Continuous improvement and iterating on your customer journey map.
- Presenting your findings and action plan to senior leadership.

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 can an organization effectively map and design a customer journey that accounts for unpredictable emotional responses and irrational human behaviors?

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

This course distinguishes itself by moving beyond the procedural act of creating a map and focusing on the strategic art of redesigning an experience. While many programs teach the "how-to" of journey mapping, we emphasize the "so what," training participants to translate insights into actionable, innovative business strategies. Our curriculum is built on a deep understanding of both service design thinking and the psychological principles that drive customer behavior, ensuring a holistic approach. We prioritize hands-on, collaborative workshops over passive lectures, meaning participants spend the majority of their time actively building, analyzing, and improving real-world journey maps. Furthermore, the course content is uniquely structured to bridge the gap between customer-facing touchpoints and the internal operational processes that support them, utilizing tools like service blueprinting. This ensures that the designed experiences are not just creative but also feasible to implement. The program is designed to cultivate leaders who can champion a customer-centric culture, equipped not just with a new skill, but with a new mindset for viewing their entire organization through the lens of the customer.