

Personas and Journey Mapping

Digital customer experience is the set of digital interactions between a customer and an organization which creates customer value. This course provides participants with the key concepts, terms, and techniques to deploy digital customer experience.

This course presents a balanced combination of theoretical and practical information. Participants will develop skill in customer journey mapping, gain insight into the infrastructure to continuously improve customer experience, and cultivate an appreciation of best practices and key pitfalls to avoid.

The generic term of customer experience (CX) covers the entire landscape from traditional customer service to new digital methods that are used to interact with customers. Digital customer experience (DCX) focuses on the latter, but relies on the former. It includes both front-office

customer touching interactions and back-office business processes that ultimately benefit customers.

In this one-day course, you will learn about the central role of customer journey mapping in DCX and the interdependence of CX improvement and BPM. You will come to understand how best to manage DCX. You will gain an understanding of how CX and DCX are related to the user experience and the role of rapid prototyping and agile in deploying DCX. The group will discuss the major pitfalls to avoid and some common misconceptions around DCX and “persona’s”. You will come to understand how the organizations vision for customer experience, its digital strategy and a practical road map including a quantifiable business case is needed for success in digital customer experience.

WHO SHOULD ATTEND:

- Executives
- Senior Managers in Operations and IT
- Business Process Managers
- Business Process Analysts
- Business Analysts
- Business Architects
- Project Managers

COURSE OUTLINE:

- Introduction: What is CX and what is DCX?
- The business case for DCX
- Where to start
- Techniques:
 - Customer Journey Mapping
 - Personas
 - The central role of BPM
 - The linkage to technology
- Common misconceptions
- Skills needed and gaps
- Accountability
- Summary

RECOMMENDED PREREQUISITES:

- DIGITAL TRANSFORMATION 101
- ROBOTIC PROCESS AUTOMATION

SHARABLE, PRINTABLE DIGITAL CREDENTIALS:



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