



Customer Journey Map (Technics in creating customer journey maps to increase value)

Understand concepts in creating positive customer experience, customer experience management, set objectives and steps in creating a customer journey map. Moreover, increase customer satisfaction by analyzing customer journey maps in order to increase customer satisfaction and create positive experience across all touch points as well as using marketing to increase value and customer experience.

Objectives

- Understand concepts to create and manage customer experience
- Understand objective setting and steps in creating a customer journey map
- Analyzing customer journey map to increase customer satisfaction and experience across all touch points
- Understand concepts of increasing value through marketing in order to increase customer experience and marketing communication processes with regards to corporate goals

Course Outline

- Aspects and directions regarding customer satisfaction in the 21st century
- Concepts in creating experience across all moments of truths
- Customer Journey Mapping
- Analyze customer journey mapping through:
 - Thinking
 - Wanting
 - Doing
 - Action
- Business Model Canvas in creating Customer Journey Mapping in different situations
- Creating values and experiences for key accounts
- Communication concepts to create value



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