



Customer Journey Mapping for Business Improvement Training Course

17 – 21 May 2027
Amsterdam

Customer Journey Mapping for Business Improvement Training Course

Ref: 689_152648 **Date:** 17 – 21 May 2027 **Location:** Amsterdam **Fees:** 5700 Euro

Overview

Customer Journey Mapping for Business Improvement Training Course is a five-day practitioner course for customer experience specialists, service designers, journey analysts, improvement leads, and insight professionals who leave with a Journey Improvement Business Case. Participants scope evidence-based customer journeys, map journey stages and touchpoints, capture customer emotions and effort, expose failures and dependencies, prioritize opportunities, and design a measured future state. The course connects customer evidence to decisions. Agile Leaders Training Center presents customer journey mapping as an improvement discipline.

Who Should Attend

- Professionals responsible for analyzing end-to-end customer journeys
- Service teams responsible for designing customer-facing improvements
- Insight specialists responsible for collecting and interpreting journey evidence
- Process improvement leads responsible for cross-functional service changes
- Managers responsible for prioritizing journey opportunities and ownership

The course assumes participants can access customer or service evidence and leaves out enterprise customer experience strategy, call-center interaction delivery, general service skills, and process mapping without a customer lens.

Departments and Industries

The course supports departments and industries where customer outcomes depend on connected stages, touchpoints, and service dependencies.

- Customer experience, service design, and customer insight
- Operations, process improvement, and digital service teams
- Banking, insurance, and telecommunications
- Healthcare, utilities, and public services
- Retail, travel, and subscription services

Learning Objectives

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



- Analyze journey purpose, scope, personas, and customer jobs
- Build evidence-based maps of stages and touchpoints
- Evaluate customer actions, thoughts, emotions, and effort
- Diagnose failure points and backstage dependencies
- Prioritize opportunities and design a future-state journey
- Build a measured journey improvement business case

Course Agenda

Day 1: Journey Scope and Evidence

- Journey Purpose and Boundary Canvas
- Evidence-Based Persona Card
- Customer Job Statement Template
- Journey Research Evidence Grid
- Assumption and Evidence Separation Check

Day 2: Stages and Touchpoints

- Journey Stage Definition Board
- Customer Action Timeline
- Touchpoint Inventory Matrix
- Channel Transition Record
- Moment-of-Truth Identification Guide

Day 3: Experience and Dependencies

- Customer Thought and Emotion Curve
- Customer Effort Evidence Scale
- Failure Point Capture Card
- Frontstage and Backstage Dependency Map
- Cross-Functional Ownership Matrix

Day 4: Opportunities and Future State

- Journey Opportunity Framing Sheet
- Impact and Evidence Priority Matrix
- Future-State Journey Blueprint
- Journey Measure Linkage Table
- Improvement Ownership Roadmap



Day 5: Journey Improvement Practice

- Exercise: Scope a Journey and Validate Evidence
- Exercise: Map Stages, Touchpoints, and Experience Signals
- Exercise: Diagnose Failures and Service Dependencies
- Exercise: Prioritize Opportunities and Draft the Future State
- Capstone: Journey Improvement Business Case

Practical Exercises

The course uses banking, healthcare, retail, and public-service journeys to test evidence and improvement choices.

- Suggested activity: distinguish observed journey evidence from team assumptions.
- Suggested activity: map customer actions, touchpoints, emotions, and effort across one service journey.
- Suggested activity: connect a failure point to frontstage and backstage dependencies.
- Suggested activity: rank opportunities and defend a future-state intervention with measures.

FAQs

Who suits customer journey mapping training, and what does it assume?

Professionals who analyze, design, improve, or govern customer journeys suit the training; it assumes access to customer or service evidence but no specialist background in enterprise customer experience strategy.

How does customer journey mapping differ from process mapping?

Customer journey mapping organizes actions, thoughts, emotions, effort, and touchpoints from the customer's perspective, while process mapping primarily shows the sequence and control of internal work.

What evidence should support customer journey mapping?

Customer journey mapping should use research observations, interviews, feedback, behavioral records, service data, complaints, and operational evidence relevant to the journey scope.

How are customer journey improvement opportunities prioritized?

Opportunities are prioritized by comparing customer impact, strength of evidence, frequency, dependency, feasibility, ownership, and the measures that would show change.



What makes a future-state customer journey map actionable?

A future-state map becomes actionable when it names changed touchpoints, enabling dependencies, owners, measures, assumptions, and the decisions required to move from the current state.

Conclusion

Participants leave with a Journey Improvement Business Case containing scope, personas, customer jobs, evidence, stages, touchpoints, experience signals, failures, dependencies, prioritized opportunities, future-state changes, measures, and owners. The case makes journey decisions traceable to customer evidence. It helps teams coordinate improvements across functions.