



Customer Experience Journey Diagnosis and Redesign Training Course

1 – 5 February 2027
Madrid

Customer Experience Journey Diagnosis and Redesign Training Course

Ref: 702_153616 **Date:** 1 – 5 February 2027 **Location:** Madrid **Fees:** 5700 Euro

Overview

Customer Experience Journey Diagnosis and Redesign Training Course is a five-day advanced course for customer experience managers, service design leads, journey owners, contact-center leaders, and improvement teams who leave with a CX Journey Redesign Portfolio. Participants combine end-to-end customer experience evidence, Voice of Customer insight, current-state journey mapping, moments that matter, experience measurement, and future-state service design to prioritize cross-functional changes. Agile Leaders Training Center connects customer journey diagnosis with disciplined experience redesign.

Who Should Attend

- Customer experience teams responsible for journey performance and improvement priorities
- Service design teams responsible for translating insight into future-state interactions
- Journey owners responsible for outcomes across channels and departments
- Contact-center leaders responsible for experience evidence and recurring friction
- Cross-functional improvement teams responsible for coordinated service changes

The course assumes participants already manage customer journeys, service evidence, or improvement work and leaves out general customer service, complaint handling, brand campaigns, and certification preparation.

Departments and Industries

The course supports departments and industries that improve experiences across connected channels, processes, and service moments.

- Customer experience, service design, operations, and digital channels
- Banking, insurance, telecommunications, and technology services
- Retail, e-commerce, hospitality, and travel
- Healthcare services, education services, and public-facing services
- Logistics, utilities, facilities, and professional services

Learning Objectives

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



- Apply service-excellence principles to journey diagnosis
- Analyze Voice of Customer and operational evidence
- Build current-state journey maps with moments that matter
- Evaluate experience measures and priority gaps
- Use service design tools for future-state journeys
- Prioritize owners, experiments, and a CX improvement roadmap

Course Agenda

Day 1: Experience Scope and Evidence

- ISO 23592:2021 Service Excellence Principle Map
- Experience Scope and Outcome Canvas
- Customer Persona Evidence Profile
- Touchpoint and Channel Inventory
- Journey Evidence Collection Plan

Day 2: Current-State Journey Diagnosis

- Current-State Customer Journey Map
- Moment-of-Truth Identification Grid
- Pain Point and Friction Register
- Frontstage and Backstage Service Blueprint
- Journey Gap Diagnostic Matrix

Day 3: Voice and Measurement

- Voice of Customer Source Architecture
- Feedback Theme Coding Method
- Customer Need and Expectation Matrix
- Journey Experience Measure Tree
- Insight Confidence and Bias Check

Day 4: Future-State Redesign

- Problem Framing and Opportunity Statement
- Experience Improvement Prioritization Matrix
- Future-State Journey Map
- Service Concept Prototype Card
- Cross-Functional Ownership Map



Day 5: Journey Redesign Practice

- Exercise: Diagnose a Multichannel Journey
- Exercise: Synthesize Voice and Operational Evidence
- Exercise: Prototype a Future-State Service Moment
- Exercise: Sequence Measures, Owners, and Experiments
- Capstone: CX Journey Redesign Portfolio

Practical Exercises

The course uses banking, retail, healthcare, and travel cases to connect customer evidence with journey and service redesign decisions.

- Suggested activity: map a current-state onboarding journey and distinguish customer actions, touchpoints, backstage work, and friction.
- Suggested activity: combine feedback themes and operational signals to test an experience problem statement.
- Suggested activity: compare improvement options by customer impact, feasibility, evidence confidence, and cross-functional dependency.
- Suggested activity: prototype a future-state service moment and define measures, owners, and a learning experiment.

FAQs

Who suits customer experience journey diagnosis and redesign training, and what does it assume?

Customer experience managers, service design leads, journey owners, contact-center leaders, and improvement teams suit the training; it assumes responsibility for journeys, service evidence, or improvement work.

How does customer journey redesign training differ from general customer service training?

Customer journey redesign training addresses end-to-end evidence, touchpoints, backstage processes, measures, and cross-functional changes, while general customer service training develops individual interaction and communication skills.

How does Voice of Customer evidence support customer journey diagnosis?

Voice of Customer evidence reveals recurring needs, expectations, friction, and moments that matter when it is combined with operational data, journey context, and a clear confidence check.



What makes a future-state customer journey actionable?

An actionable future-state customer journey links proposed interactions to customer needs, backstage processes, owners, dependencies, measures, and testable service changes.

How should customer experience improvements be prioritized?

Customer experience improvements should be prioritized through evidence strength, customer impact, journey importance, feasibility, dependency, ownership, and the ability to test the proposed change.

Conclusion

Participants leave with a CX Journey Redesign Portfolio containing scope, persona, journey, blueprint, Voice of Customer, measurement, prioritization, prototype, ownership, and roadmap artifacts. The portfolio turns scattered evidence into coordinated experience decisions. It also gives teams a practical basis for testing and governing journey improvements.