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Global Learning for Operational Leaders



DIGITAL INNOVATION AND TRANSFORMATION | DIT-068

Customer Journey Mapping and Service Design

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Course content

Why Attend

Customers do not experience an organisation through its departments or systems. They experience a journey: a series of steps, touchpoints and interactions that either feel seamless or frustrating.

Customer journey mapping and service design give organisations the tools to see services through the customer's eyes, connect what customers experience with the processes and systems behind it, and design better services end to end.

Course Methodology

• This training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes an interactive mixture of lecture-led learning, case studies, practical exercises and group discussions.

Course Objectives

• Understand core principles and best practices covered in Customer Journey Mapping and Service Design.

• Apply practical techniques to day-to-day operational challenges.

• Build an implementation action plan suitable for your organization.

Target Audience

• Customer experience and service improvement professionals

• Service designers and UX professionals

• Process owners and business analysts

• Digital channel managers



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Course outline

Detailed course outline

Day-by-day outline for Customer Journey Mapping and Service Design.

Day 1 - Service Design Foundations

- 09:00-09:49 | What Service Design Is: Principles, history and value
- 09:49-10:14 | Services Versus Products: Intangibility, co-creation and variability
- 10:14-11:00 | The Service Design Process: Research, define, develop and deliver
- 11:00-11:30 | Coffee break
- 11:30-11:33 | The Service Design Process: Research, define, develop and deliver (continued)
- 11:33-11:58 | Touchpoints, Channels and Ecosystems: Understanding the service landscape
- 11:58-12:47 | Case Studies: Award-winning service redesigns in government and business
- 12:47-13:11 | Selecting the Service to Redesign: Scope and objectives
- 13:11-14:00 | Exercise: Teams define the scope of a service design challenge

Day 2 - Customer Research for Journey Mapping

- 09:00-09:39 | Research Planning: Questions, methods and participants
- 09:39-10:18 | Contextual Interviews: Understanding customers in their real context
- 10:18-10:57 | Shadowing and Mystery Shopping: Experiencing the service directly
- 10:57-11:00 | Diary Studies and Feedback Analysis: Capturing experience over time
- 11:00-11:30 | Coffee break
- 11:30-12:06 | Diary Studies and Feedback Analysis: Capturing experience over time (continued)
- 12:06-12:44 | Using Data: Contact reasons, complaints, analytics and survey results
- 12:44-13:22 | Synthesising Findings: Affinity mapping and insight statements
- 13:22-14:00 | Field Activity: Teams conduct research on their chosen service



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Day 3 - Mapping the Customer Journey

• 09:00-09:30 | Journey Map Components: Stages, actions, touchpoints, thoughts and emotions

• 09:30-10:30 | Current-State Journey Maps: Building evidence-based maps

• 10:30-11:00 | Emotional Curves: Visualising highs and lows in the experience

• 11:00-11:30 | Coffee break

• 11:30-12:00 | Pain Points and Moments of Truth: Prioritising what matters most

• 12:00-12:30 | Journey Metrics: Measuring effort, time and satisfaction at each stage

• 12:30-13:00 | Different Map Types: Day-in-the-life, experience maps and ecosystem maps

• 13:00-14:00 | Workshop: Teams create a current-state journey map

Day 4 - Service Blueprinting and Future-State Design

• 09:00-09:27 | Service Blueprints: Customer actions, frontstage, backstage and support processes

• 09:27-09:54 | Identifying Root Causes: Linking pain points to processes, policies and systems

• 09:54-10:21 | Ideation for Service Improvement: Generating and selecting improvement ideas

• 10:21-11:00 | Future-State Journey Design: Designing the ideal experience

• 11:00-11:30 | Coffee break

• 11:30-11:45 | Future-State Journey Design: Designing the ideal experience (continued)

• 11:45-12:12 | Digital and Human Touchpoints: Getting the balance right

• 12:12-13:06 | Policy and Process Changes: Designing what happens behind the scenes

• 13:06-14:00 | Workshop: Teams build a service blueprint and future-state journey



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Day 5 - Prototyping, Testing and Implementation

• 09:00-09:54 | Service Prototyping Methods: Role play, storyboards, mock-ups and pilots

• 09:54-10:21 | Testing with Customers and Staff: Gathering feedback and iterating

• 10:21-11:00 | Building the Business Case: Benefits, costs and priorities

• 11:00-11:30 | Coffee break

• 11:30-11:45 | Building the Business Case: Benefits, costs and priorities (continued)

• 11:45-12:12 | Implementation Roadmap: Quick wins, projects and long-term changes

• 12:12-12:39 | Measuring Results: Tracking journey KPIs after launch

• 12:39-13:33 | Embedding Service Design: Capabilities, governance and culture

• 13:33-14:00 | Capstone: Teams present their redesigned service and implementation plan



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Seminar dates

Available seminar dates

Live dates and pricing for Customer Journey Mapping and Service Design generated from the course details page.

Date	Location	Format	Fee
4 - 8 January 2027	Dubai	Classroom	**€2,745**
11 - 15 January 2027	Barcelona	Classroom	**€2,175**
18 - 22 January 2027	Cape Town	Classroom	**€1,895**
25 - 29 January 2027	Stockholm	Classroom	**€3,400**
1 - 5 February 2027	Dubai	Classroom	**€2,745**
8 - 12 February 2027	Kuala lumpur	Classroom	**€2,425**
15 - 19 February 2027	London	Classroom	**€2,815**
22 - 26 February 2027	Malmo	Classroom	**€3,400**
1 - 5 March 2027	Istanbul	Classroom	**€2,250**
8 - 12 March 2027	Cape Town	Classroom	**€1,895**



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Date	Location	Format	Fee
15 - 19 March 2027	Paris	Classroom	**€2,210**
22 - 26 March 2027	Dubai	Classroom	**€2,745**
5 - 9 April 2027	Amsterdam	Classroom	**€2,415**
12 - 16 April 2027	Dubai	Classroom	**€2,745**
19 - 23 April 2027	Copenhagen	Classroom	**€3,400**
26 - 30 April 2027	Cape Town	Classroom	**€1,895**
3 - 7 May 2027	Oslo	Classroom	**€4,200**
10 - 14 May 2027	Dubai	Classroom	**€2,745**
17 - 21 May 2027	Barcelona	Classroom	**€2,175**
24 - 28 May 2027	Cape Town	Classroom	**€1,895**



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7 - 11 June 2027	Frankfurt	Classroom	**€2,215**
14 - 18 June 2027	Dubai	Classroom	**€2,745**
21 - 25 June 2027	Kuala lumpur	Classroom	**€2,425**
5 - 9 July 2027	London	Classroom	**€2,815**
12 - 16 July 2027	Dublin	Classroom	**€3,360**
19 - 23 July 2027	Dubai	Classroom	**€2,745**
26 - 30 July 2027	Cape Town	Classroom	**€1,895**
2 - 6 August 2027	Paris	Classroom	**€2,210**
9 - 13 August 2027	Dubai	Classroom	**€2,745**
16 - 20 August 2027	Amsterdam	Classroom	**€2,415**



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23 - 27 August 2027	Dubai	Classroom	**€2,745**
6 - 10 September 2027	Manchester	Classroom	**€3,360**
13 - 17 September 2027	Cape Town	Classroom	**€1,895**
20 - 24 September 2027	Istanbul	Classroom	**€2,250**
4 - 8 October 2027	Dubai	Classroom	**€2,745**
11 - 15 October 2027	Liverpool	Classroom	**€3,360**
18 - 22 October 2027	Cape Town	Classroom	**€1,895**
25 - 29 October 2027	Frankfurt	Classroom	**€2,215**
1 - 5 November 2027	Dubai	Classroom	**€2,745**
8 - 12 November 2027	Kuala lumpur	Classroom	**€2,425**



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15 - 19 November 2027	London	Classroom	**€2,815**
22 - 26 November 2027	Brussels	Classroom	**€3,400**
6 - 10 December 2027	Dubai	Classroom	**€2,745**
13 - 17 December 2027	Cape Town	Classroom	**€1,895**
20 - 24 December 2027	Paris	Classroom	**€2,210**
27 - 31 December 2027	Dubai	Classroom	**€2,745**
4 - 8 January 2027	Online / Live	Online / Live	**€1,515**
11 - 15 January 2027	Online / Live	Online / Live	**€1,515**
18 - 22 January 2027	Online / Live	Online / Live	**€1,515**
25 - 29 January 2027	Online / Live	Online / Live	**€1,515**



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1 - 5 February 2027	Online / Live	Online / Live	**€1,515**
8 - 12 February 2027	Online / Live	Online / Live	**€1,515**
15 - 19 February 2027	Online / Live	Online / Live	**€1,515**
22 - 26 February 2027	Online / Live	Online / Live	**€1,515**
1 - 5 March 2027	Online / Live	Online / Live	**€1,515**
8 - 12 March 2027	Online / Live	Online / Live	**€1,515**
15 - 19 March 2027	Online / Live	Online / Live	**€1,515**
22 - 26 March 2027	Online / Live	Online / Live	**€1,515**
5 - 9 April 2027	Online / Live	Online / Live	**€1,515**
12 - 16 April 2027	Online / Live	Online / Live	**€1,515**



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26 - 30 April 2027	Online / Live	Online / Live	**€1,515**
3 - 7 May 2027	Online / Live	Online / Live	**€1,515**
10 - 14 May 2027	Online / Live	Online / Live	**€1,515**
17 - 21 May 2027	Online / Live	Online / Live	**€1,515**
24 - 28 May 2027	Online / Live	Online / Live	**€1,515**
7 - 11 June 2027	Online / Live	Online / Live	**€1,515**
14 - 18 June 2027	Online / Live	Online / Live	**€1,515**
21 - 25 June 2027	Online / Live	Online / Live	**€1,515**
5 - 9 July 2027	Online / Live	Online / Live	**€1,515**



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26 - 30 July 2027	Online / Live	Online / Live	**€1,515**
2 - 6 August 2027	Online / Live	Online / Live	**€1,515**
9 - 13 August 2027	Online / Live	Online / Live	**€1,515**
16 - 20 August 2027	Online / Live	Online / Live	**€1,515**
23 - 27 August 2027	Online / Live	Online / Live	**€1,515**
6 - 10 September 2027	Online / Live	Online / Live	**€1,515**
13 - 17 September 2027	Online / Live	Online / Live	**€1,515**
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25 - 29 October 2027	Online / Live	Online / Live	**€1,515**
1 - 5 November 2027	Online / Live	Online / Live	**€1,515**
8 - 12 November 2027	Online / Live	Online / Live	**€1,515**
15 - 19 November 2027	Online / Live	Online / Live	**€1,515**
22 - 26 November 2027	Online / Live	Online / Live	**€1,515**
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