MERCURY

Customer Insights & Journey Mapping

18 – 22 October 2027
Milan (Italy)



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Ref: 16444_1081564 **Date:** 18 – 22 October 2027 **Location:** Milan (Italy) **Fees:** 6200 Euro

Introduction:

Understanding the intricacies of customer behavior and mapping their journey is pivotal for businesses aiming to enhance user experience and drive growth. This Customer Insights and Journey Mapping course explores the methodologies for gathering customer insights and creating detailed journey maps that reflect real-world interactions. Participants will explore various tools and techniques to identify pain points, opportunities, and areas for improvement within the customer experience.

This Customer Insights and Journey Mapping program emphasizes aligning business strategies with customer needs to foster loyalty and satisfaction. Through practical applications and case studies, learners will gain hands-on experience in creating actionable journey maps. Participants will transform customer data into strategic actions that elevate the overall business performance.

Targeted Groups:

This Customer Insights and Journey Mapping training targets professionals seeking specialized knowledge and skills:

- Marketing managers are aiming to refine customer engagement strategies.
- UX/UI designers focused on enhancing user experience.
- Product managers are looking to align offerings with customer expectations.
- Customer service leaders are striving to improve service delivery.
- Business analysts are interested in data-driven decision-making.
- Consultants advising organizations on customer-centric approaches.
- Entrepreneurs developing customer-focused business models.
- Academics researching customer behavior and experience.

Course Objectives:

Participants will achieve the following objectives by completing the Customer Insights and Journey Mapping course:

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- Understand the significance of customer insights in shaping business strategies.
- Learn to collect and analyze customer data effectively.
- Develop skills to create detailed customer personas.
- Master the process of mapping customer journeys across various touchpoints.
- Identify key moments of truth and pain points in the customer experience.
- Apply journey mapping techniques to real-world scenarios.
- Utilize tools and frameworks to visualize customer journeys.
- Interpret journey maps to inform business decisions and improvements.
- Collaborate with cross-functional teams to implement insights.
- Evaluate the impact of journey mapping on customer satisfaction and business outcomes.

Targeted Competencies:

Participants will gain the following competencies during the Customer Insights and Journey Mapping program:

- Proficiency in gathering and analyzing qualitative and quantitative customer data.
- Ability to create accurate and actionable customer personas.
- Skills in identifying and mapping customer touchpoints throughout their journey.
- Competence in recognizing and addressing pain points and friction areas.
- Expertise in utilizing journey mapping tools and software.
- Capability to synthesize insights into strategic recommendations.
- Understanding how to align customer experience with business objectives.
- Aptitude for presenting journey maps to stakeholders effectively.
- Knowledge of integrating journey mapping into continuous improvement processes.
- Insight into measuring the success and ROI of journey mapping initiatives.

Studying Scenarios:

In this Customer Insights and Journey Mapping training, participants will develop their skills through the analysis of the following scenarios:

- Mapping the journey of a first-time user navigating a mobile application.
- Analyzing the experience of a customer interacting with an e-commerce website.
- Examining the touchpoints of a service user engaging with a healthcare provider.
- Investigating the journey of a client purchasing a product through a physical retail store.
- Assessing the experience of a subscriber interacting with a digital content platform.
- Evaluating the journey of a traveler booking a flight through an online agency.
- Studying the touchpoints of a customer utilizing a subscription-based meal delivery service.
- Reviewing the experience of a user accessing customer support through various channels.

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Course Content:

Unit 1: Introduction to Customer Insights:

- Defining customer insights and their importance in business strategy.
- Differentiating between data, information, and insights.
- Methods for collecting customer data: surveys, interviews, and analytics.
- Analyzing qualitative vs. quantitative data.
- Tools and techniques for data analysis.
- Ethical considerations in data collection.
- Interpreting data to uncover customer needs and behaviors.
- Case study: Analyzing customer feedback to identify service gaps.

Unit 2: Understanding Customer Personas:

- Importance of Personas in Customer Journey Mapping.
- Steps to create detailed customer personas.
- Utilizing demographic and psychographic data.
- Incorporating customer goals, pain points, and motivations.
- Validating personas through customer interviews.
- Segmenting personas for targeted strategies.
- Integrating personas into marketing and product development.
- Workshop: Developing personas for a new product line.

Unit 3: Mapping the Customer Journey:

- Introduction to customer journey mapping.
- Identifying key stages in the customer journey.
- Recognizing customer touchpoints and interactions.
- Visualizing the journey through mapping techniques.
- Highlighting moments of truth and emotional highs/lows.
- Tools for creating journey maps: templates and software.
- Collaborative mapping with cross-functional teams.
- Exercise: Mapping the Journey of a Returning Customer.

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Unit 4: Analyzing and Interpreting Journey Maps:

- Techniques for analyzing journey maps.
- Identifying pain points and friction areas.
- Assessing the emotional impact at each touchpoint.
- Prioritizing issues based on customer impact.
- Aligning findings with business objectives.
- Developing actionable insights from journey maps.
- Communicating findings to stakeholders effectively.
- Case study: Improving customer retention through journey analysis.

Unit 5: Implementing and Optimizing Customer Journeys:

- Strategies for addressing identified pain points.
- Designing interventions to enhance customer experience.
- Integrating journey mapping into continuous improvement processes.
- Utilizing feedback loops for ongoing optimization.
- Measuring the success of implemented changes.
- Leveraging technology for real-time journey tracking.
- Aligning customer journey strategies with organizational goals.
- Final project: Redesigning a customer journey for a service-based business.

Final Insights & Key Takeaways:

Mastering customer insights and journey mapping enables businesses to create experiences that resonate with customers, fostering loyalty and satisfaction. By systematically analyzing and optimizing each stage of the customer journey, organizations can drive continuous improvement and achieve sustained success.