MERCURY

Customer Journey Management and Design

8 – 12 February 2027
Amsterdam (Netherlands)



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Customer Journey Management and Design

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Introduction

The Customer Journey Management and Design course develops an understanding of how customers interact with an organization across every stage of the relationship. It examines customer journey mapping, journey stages, customer touchpoints, and experience drivers. Participants learn to connect customer needs, business processes, channels, and service interactions into coherent journey models. The program develops methods for identifying pain points, moments of truth, friction, and opportunities to improve the customer experience. It emphasizes journey analysis, service design, customer feedback, experience measurement, and cross-functional alignment. Participants will evaluate existing journeys and design practical improvements that strengthen satisfaction, engagement, retention, and business value.

Targeted Groups

This Customer Journey Management and Design training targets professionals seeking knowledge and skills:

- Experience managers improving end-to-end journeys.
- Marketing professionals aligning campaigns with customer needs.
- Service designers structuring customer-centered experiences.
- Sales leaders analyzing journey stages and conversion barriers.
- Service managers reducing friction across touchpoints.
- Product teams improving onboarding, usage, and retention.
- Operations professionals connecting processes with customer expectations.
- Digital teams optimizing website and channels.
- Business analysts interpreting journey data and feedback.

Course Objectives

Participants will achieve the following objectives by completing the Customer Journey Management and Design course:

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- Explain customer journey management and experience design principles.
- Identify journey stages, personas, needs, and expectations.
- Map customer interactions across physical and digital touchpoints.
- Analyze customer journeys to locate friction, gaps, and service failures.
- Distinguish customer pain points from underlying process causes.
- Evaluate moments of truth affecting satisfaction.
- Interpret customer feedback, behavioral data, and experience indicators.
- Connect journey insights with business processes and goals.
- Design improved customer journeys using structured experience principles.
- Prioritize improvements according to customer value and business impact.
- Develop journey maps supporting cross-functional decisions.
- Assess channel consistency across omnichannel customer experiences.
- Apply service design thinking to improve key journey stages.
- Establish measures for satisfaction, effort, retention, and engagement.
- Recommend improvements strengthening experience and business performance.

Targeted Competencies

Participants will gain the following competencies during the Customer Journey Management and Design program:

- Journey analysis and structured journey mapping.
- Persona development and needs interpretation.
- Touchpoint identification and experience assessment.
- Pain-point diagnosis and friction analysis.
- Feedback interpretation and insight development.
- Omnichannel experience evaluation and consistency analysis.
- Service process alignment with expectations.
- Experience measurement using relevant metrics.
- Opportunity prioritization based on impact and feasibility.
- Cross-functional collaboration around journey improvements.
- Customer-centered service design and optimization.
- Evidence-based decision-making for experience enhancement.

Studying Scenarios

In this Customer Journey Management and Design training, participants develop skills through the following scenarios:

- Mapping a retail customer journey from awareness to loyalty.
- Diagnosing friction during digital onboarding and account activation.
- Comparing customer expectations across online and physical touchpoints.
- Reviewing feedback to identify recurring service pain points.
- Redesigning a support journey after repeated complaint patterns.
- Prioritizing journey improvements using customer and business impact.

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Course Content

Unit 1: Foundations of Customer Journey Management

- Define customer journey management and its strategic role.
- Examine key journey stages from awareness to advocacy.
- Identify customer personas, needs, goals, emotions, and behaviors.
- Distinguish journeys from lifecycle, funnels, and service processes.
- Analyze digital, physical, and service touchpoints.
- Explain moments of truth and their impact on loyalty.

Unit 2: Customer Journey Mapping and Analysis

- Explain principles of effective journey mapping.
- Identify stages, touchpoints, channels, goals, and pain points.
- Analyze current journeys for friction and delays.
- Combine customer feedback with quantitative journey data.
- Compare journeys across segments and channels.
- Assess dependencies across customer-facing functions.

Unit 3: Journey Design and Experience Improvement

- Identify customer needs across key journey stages.
- Apply service design principles to customer interactions.
- Develop future-state journeys with reduced friction.
- Prioritize pain points by impact and feasibility.
- Design consistent omnichannel customer experiences.
- Improve onboarding, purchase, support, and retention journeys.

Unit 4: Customer Feedback, Data, and Experience Measurement

- Examine surveys, interviews, complaints, reviews, and behavioral data.
- Interpret satisfaction, effort, loyalty, and engagement metrics.
- Connect journey metrics with customer touchpoints.
- Analyze feedback for recurring needs and frustrations.
- Compare experience performance across segments and stages.
- Link journey improvements with business outcomes.

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Unit 5: Journey Governance, Optimization, and Strategic Alignment

- Establish ownership for journeys and touchpoints.
- Align journey management with organizational strategy.
- Maintain accurate journey maps and improvement plans.
- Evaluate changes by value, feasibility, and impact.
- Integrate journey insights into continuous improvement.
- Refine journeys using feedback and performance results.

Final Insights & Key Takeaways

The course enables professionals to systematically analyze, design, measure, and optimize customer experiences across interconnected touchpoints and channels. Participants develop the capability to transform journey insights into customer-centered improvements that enhance satisfaction, loyalty, retention, and sustainable business performance.