

Learn how to effectively map your customer's journey to create a breakthrough experience strategy

## Customer Journey Mapping

A 2-Day Live-Virtual Immersive Program

23<sup>rd</sup>-24<sup>th</sup> June, 2023



# THE CONTEXT



## KEY INTENT FOR THE TRAINING

To enable a customer centric and strategic approach to understand the customer better. It equips professionals and organizational teams with the knowledge and tools to enhance customer experiences by building customer-centric solutions, align business goals with customer expectations, and drive sustainable growth.



## TRAINING HIGHLIGHTS

- **Public Training** : 16 hours of live-virtual Instructor-led training
- Case studies & team activities
- Group assignments
- Review and feedback sessions.



## WHO WILL BENEFIT

Ideal participants include but are not limited to :

- **Marketing professionals/Customer service and CX professionals/Experience Designers/Design Thinkers/Digital transformation professionals/Product and Project managers.**
- Individuals and teams working on **strategy or marketing** who want to manage experience transformation and improve customer experience lifecycle.
- Entrepreneurs and executives of start-ups who want to establish a profound customer journey and experience.
- Executives and managers who are looking to upgrade their processes and manage growth through CX & UX.

## KEY TAKEAWAYS



- **Learn to identify 'VOC' & build customer Insights**



- **Learn the scientific way to do touchpoints analysis & mapping, and Make CX your competitive advantage**



- **Learn to use 'Empathy' & 'Customer Centricity' as key tools in your arsenal**



- **Identify CXM and define metrics for continuous improvements. Map & craft ideal Customer journeys**

# TRAINING COURSE

*You can't transform something you don't understand. If you don't know and understand what the current state of the customer experience is, How can you possibly design the desired future state?*

– **Annette Franz**

# TRAINING MODULES

## 1 Introduction to Customer Experience & Customer Journey Mapping

- Understand basics of CX
  - Get to know QGLUE approach to CX
  - Get introduced to the course structure underlying the case study
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## 2 Customer Vision & CX Strategy Setting

- Learn to analyse and assess organizations CX management in depth during a CX project
  - Learn to set a scope and focus areas of CX project
  - Learn to review available company data and deal with data-related issues
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## 3 Journey Identification & CX Analytics

- Understand what a Customer Journey is
  - Learn the process of Customer Journey identification
  - Learn how to read and interpret CX analytics outputs
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## 4 Journey Prioritization

- Understand how to create a segmentation grid.
  - Learn to evaluate and prioritize customer processes.
  - Get to know which processes from the case study are relevant for future modules (and why?)
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## 5 Journey Mapping

- Understand the process of Customer Journey Mapping and its importance to CX projects
  - Understand the advantages of mapped customer journeys from a CX perspective
  - Prepare touchpoints in an activity for further case study analysis in subsequent modules.
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# TRAINING MODULES

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## Qualitative Insights

- Learn how to create a Persona and an Empathy map for in-depth understanding of customers' values, motivations and behaviours.
  - Understand the process of formulation of hypothesis for customer expectations and evaluation.
  - Get to know which touchpoints, from the case study, to be selected for further analysis in next modules and why.
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## Business Insights

- Learn to interpret gaps between internal perception of customer expectations/satisfaction and reality
  - Learn to interpret gaps in customer expectations and satisfaction, between the client and its competitors
  - Learn how to prioritize opportunities to delight and pain points to find moments of truths for further project activities.
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## Journey Transformation and CX Governance

- Make relevant recommendations to the Moments of Truth uncovered during the previous modules.
  - Evaluate and prioritize recommendations
  - Understand the process of developing design and implementing a solution
  - Learn how to develop a CX governance model and reporting structure including relevant KPIs
  - Present your case study presentation (and receive feedback on it)
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# YOUR COACH FOR THE TRAINING

# HARSHIT DESAI



- Digital product leader & experience (CX & UX) evangelist with more than a decade & half of experience working at the intersection of Business, Creativity & Technology. Prowess in scaling new businesses and building teams, incubating & boot-strapping entrepreneurial ventures & digital transformation.
- Competencies in market creation, strategic alliances, business development & nurturing relationships across Consumer Internet, Telecom, Electronics, Banking, FMCG & Retail sector. Decorated thought leader with award winning work along with evangelising many firsts & key milestones across industries.
- Mission-oriented on business critical KPIs and self-motivated to raise the bar for crafting compelling, persuasive & meaningful designs experiences & interactions. As a Go-To-Market (GTM) leader have implemented strategies for B2C, B2B & and now more importantly B2B2C businesses.

## Professional Chronology:

- **ADITYA BIRLA FINANCE LTD**  
-Head - Customer Experience, Alliances & Automation  
(Mar'19 - Dec'20)
- **KPMG INDIA**  
-Director – Digital Transformation & Customer Experience Practice  
(Oct' 14 - Feb'19)  
  
-Associate Director - UX, Design & Digital Practice  
(Jan' 14 - Sept'17)
- **LEO BURNETT COMPANY INDIGO CONSULTING**  
-VP - User Experience & Business Head - UX Labs  
(May'12 - Dec'13)
- **Customer Focused Innovation -** Stanford GSB (Graduate School of Business) & D.School – San Francisco – 2011
- **Executive Education in Integrated Sales & Marketing –** ISB (Indian School of Business) – Hyderabad – 2007
- **Bachelors of Engineering in Electronics & Telecommunication -** University of Pune – Pune - 2003

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Some of our customers engaged with us for Design Led Innovation

 Microsoft	 SBI card	 Aon Hewitt	 EY	 Cognizant
DAIMLER	 WIPRO Adding Thought	 vodafone	 FIRST AMERICAN	 TATA TATA COMMUNICATIONS
 TITAN CORPORATION	 Mahindra	 IBM	 Capgemini CONSULTING TECHNOLOGY OUTSOURCING	 amdocs
 HCL	 Landis Gyr+	 WELLS FARGO	 Prudential	 ADITYA BIRLA GROUP
 AMERICAN EXPRESS	 IPH CRIS	 Fidelity	 airtel	 METRO

# About QAI

Founded by William Perry, USA in 1980, QAI is a transnational consulting company facilitating quality and process improvement in organizations worldwide. With presence in 30 countries and 700 successful client journeys, QAI has evangelized process improvement, operational excellence and quality in India and globally. QAI has trained 180,000 professionals and certified over 40,000 people.

30 Years in Existence

700+ Customer Journeys/ Engagements

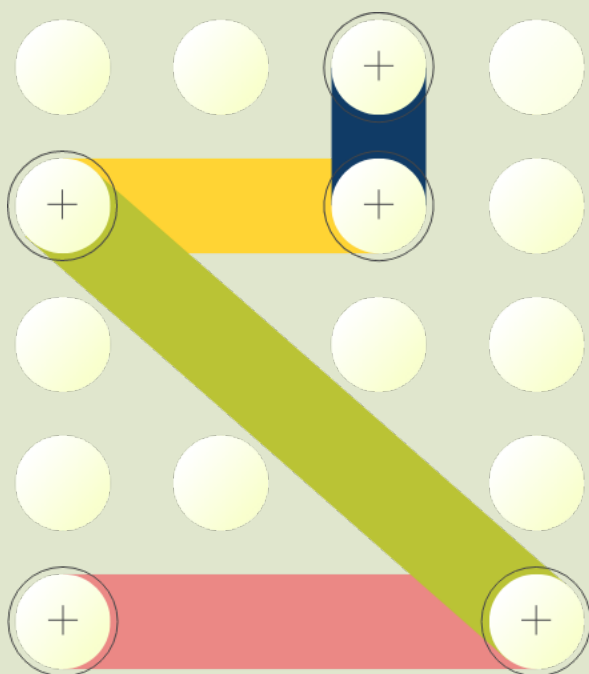
1000+ Improvement and Six Sigma Projects Delivered 1700+ Corporate In-house Trainings in more than 15+ Countries

# About QGLUE

QGLUE is the design and innovation arm of QAI. It brings a unique Design and innovation led human-centred approach to building products, services and businesses – making future living better with happier people. QGLUE equips people to solve wicked problems by helping them reach a solution that is not just right, but also desirable.

Speak to our team:

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*“Customer experience is the next competitive battleground.”*

- Jerry Gregoire