



DM Arts
a c a d e m y

Customer Experience Journey Training

CUSTOMER'S JOURNEY



DM Arts Methodology

DM Arts Methodology is a mix between **knowledge** and **practice**. Without knowledge, a learner cannot understand how to do what is learned correctly nor do it on a scientific base. Without practice, what is learned is just on the lower level of thinking in **Bloom's Taxonomy** and the learner won't be **able to apply or synthesize** what is useful for his/her own needs. That's why DM Arts blends both an interactive method of delivering knowledge with a lot of **hands-on activities**. There is also a lot of **checking understanding** to correct any misconceptions the learner may have by the assessment system.

DM Arts Academy also provides summative & formative assessment when needed via quizzes, projects, assignments, journal entries & lives conferencing (whether collective or individual conferencing).

DM Arts Academy has a 360 degrees Quality Assurance system revolving around the feedback of the trainer, the trainee, the client, and monitoring training.

All DM Arts Academy online courses are interactive and consists of live examples and sharing best practices.

Customer Experience Journey

Course overview:

Customer Experience Management is more than just serving your customers, knowing where they buy products or what kind of brands they like. It's about understanding your customers so completely, that your organization can deliver optimized and personalized experiences that increase customer engagement and loyalty.

In order to gain this important insight, you will need to extract data from Touch Points and channels across your entire organization. In this course we will discuss the customer journey map, which is an incredible powerful tool to indicate and improve Touch Points which is the focus of this course.

Outline:

Introduction

- Definitions
- The 4 Experience C's
- Building the Customer Journey:
- Understanding Needs
- Customer Persona
- Touch Points
- Decision Journey
- Customer Journey Map
- Measurement-Customer experience performance metrics
- Improvement
- Internal Selling
- Case Studies
- What's Expected to be Next

- Hours: 12