London TDM

Customer Service and Sales Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 15 February 2026 To 19 February 2026

Course Place: Royale Chullan Hotel

Course Fees: 6,000 USD

Introduction

Understanding your customer's journey is essential in creating a seamless and effective customer experience. This five-day professional course on "Customer Journey Mapping and Insights" is designed to equip participants with the tools and knowledge to identify, map, and enhance customer journeys. Through a combination of theoretical knowledge and practical exercises, participants will gain a comprehensive understanding of how to analyze touchpoints and derive actionable insights.

Objectives

- To understand the concept and importance of customer journey mapping.
- To learn how to create and utilize customer personas effectively.
- To identify key touchpoints and moments of truth in the customer journey.
- To develop skills in data collection and analysis for journey insights.
- To generate strategies for improving customer experience based on journey maps.

Course Outlines

Day 1: Introduction to Customer Journey Mapping

- Overview of Customer Journey and its Importance
- Key Components of a Customer Journey Map
- Understanding Customer Touchpoints
- Mapping Techniques and Tools
- Case Studies: Successful Customer Journey Maps

Day 2: Developing Customer Personas

- Importance of Customer Personas in Journey Mapping
- Steps in Developing Effective Personas
- Tools and Templates for Persona Creation
- Case Study: Creating and Utilizing Personas
- Practical Exercise: Building Personas

Day 3: Analyzing Touchpoints and Moments of Truth

- Identifying Key Customer Touchpoints
- Mapping Touchpoints to Stages of Customer Journey
- Understanding Moments of Truth in Journey Mapping
- Tools and Techniques for Analyzing Touchpoints
- Group Activity: Mapping Touchpoints in a Sample Journey

Day 4: Data Collection and Insights Generation

- Methods for Collecting Customer Journey Data
- Quantitative vs Qualitative Data Analysis
- Utilizing Analytical Tools to Extract Insights
- Translating Data into Actionable Insights
- Case Study: Example of Insight Generation from Data

Day 5: Strategy Development and Improvement

- Creating Strategies for Enhancing Customer Journeys
- Prioritizing Changes Based on Insights
- Implementing Journey Enhancements
- Measuring the Impact of Changes Made
- Final Group Project: Presenting a Customer Journey Enhancement Plan