Agenda

Event Name: Customer Journey Mapping Event

Date:

Location:

Purpose of event: Understand our ideal customers and explore process and improvement aligned to the lens of their journey with our organisation.

Objective/Outcomes of event: Future State Customer Journey Map as a Vision and Prioritised Projects to Achieve the Future State.

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| Topic | Time | Who | Description |
| Data Analysis |  |  | Analysis of customer and product/service data in a Pareto form. |
| Customer Understanding |  |  | Conduct qualitative and quantitative customer research. Draw on direct customer and customer facing team knowledge to define customer personas. |
| Empathy Map |  |  | Conduct an Empathy Map and Customer data review as part of the CJM start with the whole team. |
| Current State CJM |  |  | As a cross functional team conduct a current state customer journey map considering the current experienced journey. |
| CJM Ideal State |  |  | Capture the value-add customer touch points and explore the ideal state for the customer journey |
| Improvement Priorities |  |  | Collate, mind map and prioritise improvements out of the current and ideal state map. |
| CJM Future State |  |  | Map a Future State Map to create a vision for the future targeted. |
| Project Management |  |  | Integrate projects into the strategic project execution system. |
| Review and Adapt |  |  | Integrate project review into strategic review and execution system to ensure projects executed and results achieved. |