



3RDVIEW CUSTOMER JOURNEY MAPPING – INTRODUCTION 1-day Program

Beginner 

This practical and engaging 1-day Program equips you to bring your customers' experiences to life in a compelling and human way. Learn how to build Customer Journey Maps that are real, effective and insightful. Head out on your own customer 'safari'.

WHY CUSTOMER-JOURNEY MAPPING?

- Discover and improve how your organisation looks from your customers' perspective
- Learn how to bring your customer journeys to life to engage your organisation
- Adopt a new mindset and process, enabling your teams to effectively identify customer issues and opportunities at any level

WHO SHOULD ATTEND?

- Anyone wanting to develop a deeper understanding of their customers
- Anyone tasked with improving customer experiences
- Anyone delivering products and services to internal or external customers
- Anyone designing new products & services

BENEFITS OF ATTENDING

- Learn and apply a repeatable process for building authentic Customer Journey Maps
- Establish a common language to discuss customer experiences in your organisation
- Cutting edge, visual, hands-on and engaging

PROGRAM AGENDA

- Customer Journey Mapping fundamentals:
 - Mindset and repeatable, step-by-step process
 - Research techniques
 - Maximising the value of journey mapping
- Customer 'safari' with local businesses
- Build maps for a range of journeys
- Industry case study examples
- Tricks and traps

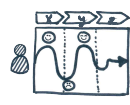
Date: Friday 23 November 2018
Time: 9.00am - 4.30pm
 (arrive by 8.45am)

Location: Bernie's River Room, Swiss-Belhotel
 218 Vulture Street, South Brisbane

Catering: Morning tea, lunch, and afternoon tea

Click [here](#) to register via our website, or email info@3rdview.com.au

Early Bird - book by Fri 1 Nov
\$895 +GST
 Regular price \$995 +GST



1300 660 813

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"Great insights into how we view our customers and their interactions with our business. Very effective and a great experience! A fantastic way to learn."
 - Mark (past participant)

Kick-start your journey today!