



Customer Journey Mapping 101

2-day intensive course on
customer journey mapping



01 intro

Customer Experience is today the true strategic differentiator in business, across industries.

Consumer behaviors have fundamentally changed over the last few years across the globe, and Romania is no exception. Customer expectations have heightened as priorities have shifted to health and safety first, which have in turn realigned core human values and beliefs.

These new types of customer look and behave differently. They have less to spend, are increasingly digital and display unfamiliar patterns of demand. They have specific physical needs, driven by social distancing.

As a result, what was previously considered to be a great customer experience is no longer good enough or entirely relevant anymore.

People of KPMG

Victor Iancu

Associate Partner
Strategy & Experience Design

KPMG in Romania



Yet the tools and techniques companies use to target and win new customers have largely remained the same. Some businesses are hurrying to reconfigure to meet these immediate challenges. Are you doing the same?

KPMG is now leveraging more than 13 years of Global Customer Experience expertise condensed into 2 days of professional training. We bring you our hands-on knowledge, and the methodologies and tools that will help you and your organization to understand the new customer, unlock new sources of value, build new value propositions and memorable customer experiences and win in a constantly disruptive marketplace.

02 Customer Journey Mapping 101

2-day intensive course on customer journey mapping

In the context of a constantly changing environment, we need to better understand and address our customers. Customer journey mapping is an important tool that helps you to visualize your customers' interactions with the brand. It is an effective way to change roles and step into your customer's shoes to see your business from the customer's perspective.

Do you know the pains, gains and jobs to be done by your customers during the different stages of their journeys?

Are you currently investing in those interactions that make a difference?

If you want to gain new skills and be able to identify key interactions with your customers, share know-how within your organization and ensure alignment on a future implementation that sparks change, then, you are in the right place.

03 Why attend?



Who should attend?

Anyone who has a customer focused role within a company, entrepreneurs and intrapreneurs in pursuit of customer success, anyone looking for new skills or people who are at a professional crossroads.



WHAT

Before you do something, you should understand what you have to do. This also applies to customer journey mapping. This course will explain what a customer journey map is.



WHY

Once you understand what you have to do, you may wonder why you have to do it. After defining journey mapping, we will pinpoint the benefits of going through this exercise.



HOW

Theory is fine, but it is not enough. By the end of the course, we will create a customer journey map together, so that you can apply all the theoretical aspects covered.

04

2 days full of experiences ... that will help you

Day 1

01

We will start our journey by briefly reviewing the concept of customer experience.

02

We will continue by defining the customer journey and clarifying its role.

03

The day will end with a customer journey mapping exercise. You will have to build a journey map as part of a given case study.

Day 2

04

We will continue working on the customer journey mapping exercise as new theoretical concepts are introduced.

05

A session will be dedicated to presentations of journey maps and you will receive feedback on your work.

06

Turning journey maps into actionable plans will be the last part of our course.



Pinpoint customers' pain points and gain points

Identify customers' pains and gains that can be used later in designing flawless customer experiences.



Identify experience gaps

Resources are limited so it is important to know where to place your money to ensure appropriate returns.



Articulate improvement ideas

Identifying the areas to act upon is just the part of the solution. We will introduce you to the ideation process during the course.



Add transferable skills to your day to day job

Understanding the 6 pillars of customer experience, identifying stakeholders, and learning how to design a customer journey map are just some of the skills that you will gain.

05

More about the course

[Start Learning Today](#)

Course objective

Designed around the “new customer”, this is a course based on design thinking, lean startup and agile ways of working. It is a combination of complimentary tools and delivers more than just theoretical concepts.

Level of knowledge

Our classes can be accessed by any professional or customer enthusiast. We break down complexity by introducing concepts gradually and presenting them through practical examples and case studies.

Time

2 days (8 hours per day)

Delivery method

In person

Language

Romanian/English
(depending on the audience)

Pricing

Pricing depends on the level of content customization.

Trainers BIO

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Victor is leading the Experience Design practice in KPMG Romania and Moldova and is also the Head of Public Sector Advisory. He has 15+ years of management consulting experience gained both nationally and internationally (Europe, Asia, North-Africa, Middle-East).

Currently he coordinates the delivery of customer experience analysis and design, as well as strategy formulation services for private and public sector entities wishing to obtain new sources of competitive advantage.

Laura Petrea

Manager
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Laura has more than 7 years of experience in customer centric positions, and in the last 5 years she has been focusing on customer experience. While working for the industry she was one of the two founding members of a customer experience team.

She acted both as an internal consultant on customer experience matters and a project manager for the initiatives derived from the customer journeys.

Want to know more ?



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