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COURSE BROCHURE

CX Fundamentals and Touchpoint Mapping Training Course

6 – 10 September 2027
Amsterdam

CX Fundamentals and Touchpoint Mapping Training Course

Ref: 660_24610 **Date:** 6 – 10 September 2027 **Location:** Amsterdam **Fees:** 5600 GBP

CX Fundamentals and Touchpoint Mapping is a 1-week training course for customer experience officers, service managers and marketing staff new to CX, who leave with a Touchpoint Map and Quick-Win Backlog for one customer process. Many organisations now appoint experience roles before staff share a common vocabulary or method for seeing service through the customer's eyes. Jupiter Prime Training offers this course on CX Fundamentals and Touchpoint Mapping.

Why CX Fundamentals and Touchpoint Mapping Matters Now

Two forces shape this subject today: customers who compare every interaction with the easiest digital service they use, and organisations that create new experience roles without a shared starting method. Teams that map touchpoints, build simple personas and listen systematically find low-cost fixes quickly and earn support for larger change; teams that skip the basics launch initiatives nobody can measure. The course draws on touchpoint and journey mapping, persona development, the Customer Satisfaction Score CSAT, Net Promoter Score NPS, Customer Effort Score CES and ISO 10002 guidance on complaints handling as an early listening source.

Who Gains Most from CX Fundamentals and Touchpoint Mapping

- Experience officers starting to coordinate CX activities across departments
- Service managers who own a customer process and want to see it from outside
- Marketing staff who shape customer promises and communications
- Contact centre supervisors who hear daily pain points from customers
- Process analysts who support service improvement projects

Departments that send a service manager with a marketing colleague gain most, because the promise customers hear and the process they experience are mapped by the same pair.

CX Fundamentals and Touchpoint Mapping Capabilities

Participants practise seeing a familiar process as customers live it, then choosing small, visible changes that prove the value of experience work.

- Build a touchpoint inventory for one customer process across channels — process owners
- Design simple personas from available customer evidence — marketing and service teams
- Apply basic listening methods such as short surveys and complaint reviews — CX coordinators
- Calculate CSAT, NPS and CES at an introductory level — line managers
- Assess pain points by frequency and customer impact — improvement sponsors
- Specify a quick-win backlog with owners and simple success measures — department heads

Key CX Fundamentals and Touchpoint Mapping Terms

- Customer experience CX — the sum of a customer's perceptions and feelings from every interaction with an organisation.
- Touchpoint — any moment where a customer interacts with the organisation, such as a website, call, letter, bill or branch visit.
- Persona — a short profile of a typical customer group, describing goals, needs and frustrations, built from real evidence.
- Pain point — a step where customers experience friction, delay, confusion or frustration.
- Quick win — a low-cost, low-risk improvement that can be delivered within weeks and visibly helps customers.
- Improvement backlog — a prioritised list of proposed changes with owners, effort estimates and expected customer benefit.

CX Fundamentals and Touchpoint Mapping Day by Day

Day 1: What Customer Experience Means

- CX, Customer Service and Satisfaction — Clarifying the Differences
- Customer Expectations — Speed, Simplicity and Consistency
- Moments That Matter — Why Some Touchpoints Shape Loyalty
- CX Roles in Organisations — Officers, Champions and Sponsors
- Sector Examples — Telecom Onboarding and Municipal Service Counters

Day 2: Personas and Touchpoints

- Customer Evidence Sources — Records, Complaints and Frontline Stories
- Persona Building — Goals, Needs and Frustrations
- Touchpoint Inventory — Channels, Documents and People
- Touchpoint Mapping Session Method — Sticky Notes and Templates
- Pain Point Spotting — Delays, Repeats and Confusing Rules

Day 3: Listening to Customers

- Short Surveys — Question Design for Beginners
- Complaint Review Under ISO 10002 — Early Listening Source
- Frontline Feedback Huddles — Capturing What Staff Hear
- Simple Customer Interviews — Asking Why Without Leading
- Feedback Themes — Grouping Comments Into Patterns

Day 4: Measuring and Prioritising CX

- CSAT, NPS and CES Basics — What Each Number Shows
- Operational Indicators — Waiting Time, Repeat Contacts and Errors
- Impact-Effort Grid — Choosing Where to Start
- Quick-Win Selection — Low Cost, Visible Benefit
- Stakeholder Buy-In — Presenting Evidence to Managers

Day 5: Practising the Touchpoint Map and Quick-Win Backlog

- Persona Finalisation — Applying Day 2 Evidence
- Touchpoint Map Draft — Day 2 Inventory Visualised
- Pain Point Evidence — Day 3 Feedback Themes Attached
- Prioritised Fixes — Day 4 Impact-Effort Grid Applied
- Touchpoint Map and Quick-Win Backlog — Owners, Measures and Timelines

Applying CX Fundamentals and Touchpoint Mapping After the Course

- Map the touchpoints of one customer process with frontline colleagues and mark the three most painful steps with evidence.
- Deliver one quick win from the backlog within four weeks and report the before-and-after customer feedback to the department head.

CX Fundamentals and Touchpoint Mapping Questions FAQ

What are CX fundamentals and touchpoint mapping, and why do they matter now?

They are the basic ideas and methods for seeing service through customers' eyes, starting with mapping every touchpoint in a process. They matter now because many organisations create experience roles before staff share a common way to work.

Which roles gain most from CX fundamentals and touchpoint mapping training?

Experience officers, service managers and marketing staff new to CX gain most. Contact centre supervisors and process analysts also benefit, because they hold the frontline evidence that touchpoint maps and personas need.

How does CX fundamentals and touchpoint mapping training differ from an advanced journey analytics course?

It is a foundation course focused on mapping, personas, basic listening and quick wins. An advanced course goes further into analytics, investment prioritisation and governance across many journeys.

What do you bring back from CX fundamentals and touchpoint mapping training?

You bring back a touchpoint map for one customer process. It comes with a persona, pain point evidence, introductory measures and a backlog of quick wins with owners and timelines.

CX Fundamentals and Touchpoint Mapping: The Way Forward

The Touchpoint Map and Quick-Win Backlog first informs which pain point the department fixes in the coming month. Experience officers, service managers and marketing colleagues use it to agree owners and show early results. After the first fixes, revisit the persona and touchpoint list, because customer feedback often reveals steps and needs the first map missed.