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COURSE BROCHURE

# Advanced Customer Experience Management and Journey Analytics Course

16 – 27 August 2027
Rome

# Advanced Customer Experience Management and Journey Analytics Course

**Ref:** 185_5503 **Date:** 16 – 27 August 2027 **Location:** Rome **Fees:** 11100 GBP

Customer Experience Management and Journey Analytics is a 2-week training course for customer experience managers, CX analysts and service design leads, who leave with a CX Journey Improvement Roadmap for their organisation. Customers now judge a provider on the whole journey across apps, branches and contact centres, so experience gaps show up quickly in loyalty and cost. Jupiter Prime Training delivers Customer Experience Management and Journey Analytics for these specialists.

## Why Customer Experience Management and Journey Analytics Matters Now

Three forces push customer experience onto the leadership agenda: journeys that hop between digital and human channels, a flood of behavioural and feedback signals that few organisations connect, and executives who want experience investments tied to retention and revenue. Organisations that read their journeys well fix the few moments that drive defection and stop spending on changes customers never notice; those that do not collect surveys nobody acts on. The course rests on the Net Promoter Score NPS, the customer effort score CES and ISO 10002 guidance for using complaint data as an experience signal.

## Who Gains Most from Customer Experience Management and Journey Analytics

- CX owners who set experience priorities and report progress to leadership
- CX analysts who join survey, behavioural and operational signals into journey insight
- Service designers who redesign touchpoints, hand-offs and digital flows
- Voice-of-customer leads who run listening posts and close the loop with customers
- Product and channel owners whose decisions shape key journey stages

Organisations that send a CX analyst and a service designer together gain most, since journey evidence and redesign choices are then linked in one roadmap.

## Customer Experience Management and Journey Analytics Capabilities

Participants practise turning journey evidence into a short list of experience fixes that leaders will fund and frontline teams can deliver.

- Build current-state journey maps grounded in customer evidence rather than assumptions — journey owners
- Calculate NPS, CES and journey-level satisfaction and link them to retention — CX leadership
- Design a voice-of-customer listening system with closed-loop follow-up — VoC leads
- Apply journey analytics to locate drop-off and repeat-contact points — CX analysts
- Weigh experience fixes by customer impact, cost and effort — investment committees
- Specify CX governance roles, rituals and decision rights — executive sponsors

## Key Customer Experience Management and Journey Analytics Terms

- Customer journey map — a visual of the stages, actions, emotions and touchpoints a customer passes through to reach a goal.
- Moment of truth — an interaction where the customer forms a lasting judgement of the organisation.
- Voice of the customer VoC — the structured capture of customer feedback across surveys, complaints, reviews and conversations.
- Closed-loop feedback — the practice of contacting customers who gave feedback and fixing the issues they raised.
- Journey analytics — the linking of behavioural, operational and feedback data along each step of a journey.
- Experience roadmap — a sequenced set of journey fixes with owners, measures and funding decisions.

## Customer Experience Management and Journey Analytics Day by Day

### Day 1: The Experience Economy and CX Strategy

- CX Strategy Statement — Linking Brand Promise to Target Experience
- Customer-Centric Maturity Assessment — Locating Strengths and Blind Spots
- Experience Economics Model — Connecting Loyalty to Revenue and Cost
- Persona Development From Evidence — Choosing Whose Journeys Matter Most
- CX Business Case Framing — Speaking to Finance and Operations

### Day 2: Mapping Customer Journeys

- Current-State Journey Mapping — Stages, Actions, Emotions and Touchpoints
- Moments of Truth Identification — Interactions That Decide Lasting Judgement
- Pain Point Heatmaps — Ranking Friction by Frequency and Severity
- Journey Mapping Facilitation — Running Sessions With Frontline Staff
- Ecosystem Maps — Partners and Third Parties Inside the Journey

### Day 3: Voice of the Customer Listening

- Listening Post Inventory — Surveys, Complaints, Reviews and Chat Logs
- Relationship Versus Transactional Surveys — Choosing Timing and Triggers
- Customer Interviews and Diary Studies — Uncovering Unspoken Needs
- Complaint Data as Experience Signal — Using ISO 10002 Categories
- Closed-Loop Feedback Design — Inner Loop Calls and Outer Loop Fixes

### Day 4: CX Metrics That Leaders Trust

- Net Promoter Score Mechanics — Sampling, Calculation and Verbatim Coding
- Customer Effort Score — Measuring Ease at Key Journey Steps
- Journey-Level Satisfaction — Scoring Whole Journeys Not Single Contacts
- Operational Experience Indicators — Wait Times, Repeat Contacts and Drop-Offs
- Metric Hierarchy Design — Linking Frontline Measures to Executive Outcomes

## Day 5: Journey Analytics in Practice

- Journey Data Stitching — Joining Web, App, Contact Centre and Branch Records
- Funnel and Drop-Off Analysis — Where Customers Abandon Their Goal
- Text Analytics on Verbatims — Themes and Sentiment at Scale
- Driver Analysis — Which Journey Steps Move Loyalty Most
- Journey Dashboards — Signals Each Journey Owner Watches Weekly

## Day 6: Designing Future-State Experiences

- Future-State Journey Design — Removing Steps and Adding Reassurance
- Service Design Sprints — Rapid Concept Testing With Real Customers
- Digital and Human Channel Blending — When to Hand Over to People
- Emotional Design Cues — Peak and End Moments Customers Remember
- Prototype Testing Plans — Evidence Before Full Rollout

## Day 7: Prioritising Experience Investments

- Impact Versus Effort Matrix — Selecting Quick Wins and Strategic Bets
- Experience ROI Estimation — Retention, Cost-to-Serve and Share of Wallet
- Dependency Mapping — Systems, Policies and Teams Behind Each Fix
- Experiment Design With Control Groups — Proving a Fix Worked
- Portfolio Balancing — Fixes, Redesigns and Capability Builds

## Day 8: CX Governance and Culture

- CX Governance Model — Councils, Journey Owners and Decision Rights
- Journey Ownership Charters — Accountability Across Silos
- Employee Experience Links — Frontline Enablement Behind Customer Outcomes
- CX Storytelling — Customer Stories That Change Executive Minds
- CX Rituals and Recognition — Habits That Keep Customers in Focus

## Day 9: Scaling CX Across Sectors

- Banking Onboarding Journeys — Reducing Abandonment in Account Opening
- Healthcare Patient Journeys — Clarity and Reassurance Between Visits
- Telecoms and Utilities Journeys — Fault Reporting and Billing Disputes
- Public Service Journeys — Fewer Forms and Clearer Status Updates
- Cross-Sector Pattern Library — Reusable Fixes for Common Friction

## Day 10: Practising the CX Journey Improvement Roadmap

- Journey Map Validation — Testing Day 2 Maps Against Day 5 Evidence
- Metric Baseline Setting — Applying Day 4 Measures to Chosen Journeys
- Fix Prioritisation Panel — Using Day 7 Matrices With Peer Challenge
- Governance Fit Check — Matching Day 8 Roles to Roadmap Items
- CX Journey Improvement Roadmap — Fixes, Owners, Measures and Sequence

## Applying Customer Experience Management and Journey Analytics After the Course

- Run an evidence-based journey mapping session on one high-value journey and publish its three costliest pain points with named owners.
- Switch on closed-loop feedback for one survey, with callbacks to detractors within a set time and a monthly list of root causes fixed.

## Customer Experience Management and Journey Analytics Questions FAQ

### What is customer experience management and journey analytics, and why does it matter now?

It is the discipline of measuring and improving the whole customer journey using evidence from every channel. It matters now because journeys cross digital and human channels, signals are plentiful but unconnected, and leaders expect experience spending to show returns.

### Which roles gain most from customer experience management and journey analytics training?

CX managers, CX analysts and service design leads gain most. Voice-of-customer leads and channel or product owners also benefit, since they decide which journey stages to fix and how feedback reaches the teams who can act on it.

### How does customer experience management and journey analytics differ from a customer service excellence course?

It looks across the whole journey rather than at frontline service moments. A service excellence course sets standards for agents and supervisors; here you map journeys, connect data, prioritise fixes and govern experience decisions across departments.

### What do you bring back from customer experience management and journey analytics training?

You bring back a roadmap for your organisation's priority journeys. It contains validated journey maps, baseline NPS and effort measures, a ranked list of fixes and the governance roles that will deliver them.

## Customer Experience Management and Journey Analytics: The Way Forward

The CX Journey Improvement Roadmap first informs which journey fixes receive funding in the next planning cycle. CX managers, journey owners and executive sponsors use it to agree priorities and track progress. After its first use, revisit the driver analysis, because changes in customer behaviour often move the moments of truth that matter most.