

Customer Journey Mapping & Service Design

Professional Training Course

Skillslab Training Provider

Skills for Tomorrow's World 



Course Description

Introduction

In today's experience-driven economy, organizations are expected to deliver seamless, consistent, and customer-centered services across every interaction. Customer Journey Mapping & Service Design is a strategic professional training program designed to help organizations understand customer needs, analyze end-to-end experiences, identify service gaps, and redesign services for greater impact, efficiency, and satisfaction.

The course provides a practical framework for mapping customer journeys, evaluating critical touchpoints, uncovering pain points, and creating services that align customer expectations with organizational objectives. Participants will learn how to transform customer insights into actionable service improvements and build experiences that strengthen trust, loyalty, operational performance, and long-term value.

For government entities, ministries, public sector organizations, and large corporations, this program offers a powerful executive-level value proposition: the ability to connect customer experience strategy with service transformation, process improvement, digital innovation, and measurable organizational outcomes.

Course Objectives

By the end of this course, participants will be able to:

- Understand the strategic role of customer journey mapping and service design.
- Analyze customer needs, expectations, behaviors, and experience patterns.
- Map complete customer journeys across physical and digital channels.
- Identify critical touchpoints, pain points, service gaps, and improvement opportunities.
- Develop customer personas based on meaningful user insights.
- Apply service design principles to improve customer and citizen experiences.
- Create effective service blueprints that connect front-stage and back-stage operations.
- Align service delivery processes with customer expectations.

- Generate practical solutions for service innovation and experience improvement.
- Prioritize service improvement initiatives based on organizational value and customer impact.
- Design more consistent and integrated omnichannel customer experiences.
- Translate journey insights into actionable service transformation plans.

Course Content

Day 1: Customer Experience Strategy and Journey Mapping Fundamentals

- Understanding modern customer experience management.
- The strategic importance of customer journey mapping.
- Customer journey mapping versus traditional process mapping.
- Understanding customer needs, expectations, behaviors, and motivations.
- The relationship between customer experience, service quality, and organizational performance.
- Identifying customer segments and developing meaningful customer personas.
- Understanding the end-to-end customer lifecycle.
- Defining journey stages and customer goals.
- Exploring emotional, functional, and operational dimensions of the customer experience.
- Practical exercise: creating an initial customer journey framework.

Day 2: Mapping Customer Touchpoints and Identifying Experience Gaps

- Identifying physical, digital, human, and automated touchpoints.
- Understanding moments that shape customer perceptions.
- Mapping customer actions, interactions, needs, and emotions.
- Identifying pain points, service barriers, delays, and friction.
- Recognizing moments of truth across the customer journey.
- Evaluating service consistency across multiple channels.
- Understanding omnichannel and cross-channel customer experiences.
- Using customer feedback and operational data to strengthen journey analysis.

- Prioritizing experience gaps based on customer impact.
- Workshop: developing a detailed current-state customer journey map.

Day 3: Service Design and Service Blueprint Development

- Introduction to strategic service design.
- Applying human-centered thinking to service improvement.
- Connecting customer needs with organizational capabilities.
- Understanding front-stage and back-stage service activities.
- Mapping employees, systems, processes, policies, and support functions.
- Developing effective service blueprints.
- Identifying operational dependencies and service bottlenecks.
- Aligning internal processes with customer expectations.
- Redesigning services around customer needs and organizational priorities.
- Workshop: creating a service blueprint for a selected customer journey.

Day 4: Service Innovation and Future-State Experience Design

- Moving from current-state analysis to future-state service design.
- Generating innovative solutions for customer experience challenges.
- Redesigning high-impact touchpoints.
- Simplifying complex customer interactions.
- Improving digital and assisted service experiences.
- Designing consistent and personalized customer journeys.
- Integrating technology into service improvement initiatives.
- Prioritizing ideas based on feasibility, impact, and strategic relevance.
- Developing future-state customer journey maps.
- Practical workshop: redesigning a service experience.

Day 5: Implementation, Measurement, and Sustainable Service Improvement

- Translating customer journey insights into practical action plans.
- Developing service improvement priorities.
- Assigning responsibilities across departments and functions.
- Building cross-functional collaboration around customer journeys.
- Establishing customer experience and service performance indicators.
- Measuring satisfaction, effort, loyalty, and service effectiveness.
- Creating mechanisms for continuous customer feedback.
- Monitoring journey performance and identifying new improvement opportunities.
- Integrating customer journey management into organizational governance.
- Developing a practical customer journey and service design implementation roadmap.
- Final workshop: presenting a complete service transformation initiative.

Target Audience

This course is designed for professionals responsible for improving customer, citizen, employee, or stakeholder experiences, including:

- Customer experience managers and professionals.
- Service design and service development teams.
- Customer service managers.
- Government service transformation professionals.
- Digital transformation teams.
- Business process improvement specialists.
- Quality and organizational excellence professionals.
- Marketing and customer engagement managers.
- Innovation and strategy professionals.
- Product and service managers.
- Operations managers.
- Public sector service delivery teams.
- Executives and department heads responsible for service performance.

Course Requirements

No advanced technical background is required. Participants are encouraged to bring examples of existing services, customer journeys, customer feedback, operational challenges, or service improvement priorities from their organizations.

A basic understanding of customer service, organizational processes, or service delivery will support participation in practical exercises and workshops.

Training Methodology

The course uses an interactive and application-focused learning approach designed to connect strategic concepts with real-world organizational implementation.

The methodology includes:

- Expert-led presentations and strategic discussions.
- Real-world customer experience and service design examples.
- Customer journey mapping workshops.
- Customer persona development exercises.
- Touchpoint and pain point analysis.
- Service blueprint development.
- Group problem-solving activities.
- Service redesign challenges.
- Practical case studies.
- Future-state journey design.
- Implementation planning and action development.

Participants will continuously apply course concepts to realistic service scenarios, enabling them to leave the program with practical tools and frameworks that can be used within their organizations.

Learning Outcomes

Upon successful completion of the course, participants will be able to:

- Develop comprehensive customer journey maps.
- Identify customer expectations, needs, pain points, and service gaps.
- Evaluate the quality and consistency of customer touchpoints.
- Create evidence-based customer personas.
- Develop detailed service blueprints.
- Connect customer experiences with internal processes and systems.
- Design future-state customer journeys.
- Improve services using practical service design techniques.
- Prioritize customer experience improvement initiatives.
- Support digital and organizational service transformation.
- Build actionable implementation plans for service enhancement.
- Measure and continuously improve customer journey performance.

Instructor Profile

The course is delivered by an internationally certified expert with extensive practical and consulting experience. The instructor brings deep expertise in customer experience management, customer journey mapping, service design, service transformation, business process improvement, and organizational development. The training approach combines strategic insight with practical tools, real-world implementation experience, and solutions applicable to government entities, ministries, public sector organizations, and large corporations.

Contact Us

For registration inquiries, upcoming dates, or group pricing, please contact us:

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