Customer Journey Design Course – Johannesburg

This course will be a two-day intensive customer journey design bootcamp.
You will spend two days immersed in interactive experiential engagement around how to design remarkable experiences for your customers.
Attendees can bring business problems from their own environment and draw on the collaboration of their group members to solve those design problems.

The course requires pre-reading as well as the completion of an assignment post the course in order to get a certificate as a BrandLove Certified Experience Designer.

High-level agenda:
•Experience immersion
•Design a product and services
•Persona development
•Experience definition and creation of a mood board
•Customer journey mapping across personas and channels
•Presentation and role play of journey
•Implementation plan for newly designed journey

Who this course is for:
-People tasked with customer centricity, customer experience improvement, customer journey mapping, voice of customer program implementation

Warning: People find their creative side in this course and never look at the world in the same manner.

If you have questions, email hello@brandlove.co.za.

Register here.

Brandlove is an authorised resource training provider: The Customer Experience Professionals Association has endorsed Brandlove as an official training provider.

Date: 25 May 2017 **to** 26 May 2017
Venue: Henley Business School, Kirstenhof Office Park, 1 Witkoppen Rd & Milcliff Rd, Paulshof, Johannesburg

More info:
Venue directions.