Journey Mapping

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<tr>
<th>Course Type</th>
<th>Duration</th>
<th>CEUs</th>
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<tr>
<td>Live Online</td>
<td>6 weeks, 90 minutes per week</td>
<td>9 Credits</td>
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Course Overview

Customer Experience Journey Mapping is a hands-on, 6-week class designed to help practitioners understand how to construct a customer journey map in order to fully understand the customer experience and what needs to be done to improve it. The course will equip students to think about their customers’ experience and know what questions to ask to get the relevant information. We will use the art and science of journey mapping to bring the experience alive and to help focus on the “pain points” and “moments of truth” in the customer journey, which will lead to the ability to vastly improve the customer experience.

With this new DMA course, students will learn to...:

- Identify which mapping approaches work best for different customer journey stories.
- Understand the difference between fixing the current-state problems and how to invent new interactions for the future.
- Know the key customer experience metrics and what they mean.
- Integrate surveys, mystery shopping and ethnographic research to view the world from the customer’s point of view.
- Make recommendations for customer experience improvements and rank them based on the impact to the customer and the company.
- Make your customers’ experiences best-in-class.

Course Outline

Week 1: Building Blocks
- Background & definition of Customer Journey Mapping /Customer Experience (CX) and why it’s important
- What makes a good map
- What maps show and what is important
Week 2: Outside-in: The Art of the Customer Experience
- Storytelling & strategy of mapping, frameworks, stories/processes/roll ups; Bringing together interviews, evidence (UX) and emotion in one place; Discussion of a relevant example
- Deciding what questions need to be answered
- Understanding the key customer segments
- Understanding how to communicate with your stakeholders and the broader audience

Week 3: The Science of Customer Experience
- Collecting information to flesh out the experience across the customer lifecycle
- Mystery shopping and observation
- Brainstorming with your team
- Interviews with real customers; seeking out their emotional vs. rational data

Week 4: Applying CJM to Future with Design Thinking and “To Be” Maps
- Using the current pain-points to identify problems
- Emerging customer expectations and pain-points, to explore new options
- Developing new solutions to the problems
- Creating a prototype or test plan to see what works

Week 5: Making CX Actionable
- Summarizing findings/recommendations
- Fixing the basics – Building toward new capabilities – Reinventing the future
- Prioritization of recommendations based on impact to customer/company and benefit to customer/company

Week 6: Establishing the Future Plan
- Metrics – Measures – Statistics
- Socializing the Journey inside your organization
- Identifying barriers to change and getting buy-in

Outline is subject to change.

Registration Rates

DMA member $599
Non-member $999

Instructors

Darcy Bevelacqua
SVP Sales
SuiteCX

Darcy is a Customer Experience and CRM Strategist. She has worked for a variety of firms, such as Accenture, Harte-Hanks, Wunderman, Swat Team Partners and others, helping companies to understand their current customer experience, through the use of data, technology, analytics, journey mapping, market research and ethnographic research.

Darcy began her career at American Express, where she learned the importance of data and analytics to informing strategy and creating omnichannel experiences across customer touch-
points, by integration of online, web, social media, direct mail, email, mobile, retail, call center, apps, etc. into a comprehensive customer communications plan. She was responsible for new product development and implemented some very successful member benefit programs globally.

Darcy has lead teams who have designed journey maps, built customer-centric databases, developed models and segmentation, created dashboards and metrics, implemented machine learning and A/B testing and she functioned as the key liaison to the IT team to translate the needs to marketing into technology requirements and solutions.

Darcy has worked for a variety of clients including: Accenture Interactive, AARP, Miller Brewing, E*Trade, American Express, AIG, AEGON, Bath and Body Works, Bank of the West, Bluestreak, CBORD, Cisco, Cornell, Corning, Carnival Cruise Lines, Darden, Dell, Economist, EDS, Experian, Franklin Covey, Harte Hanks, InterContinental Hotels, Kodak, Lenscafters, MCI, McCann, Merck, Merkle, Mutual of Omaha, Physician Technology Partners, Pfizer, RadioShack, Revlon, SC Johnson, Sears, Staples, Toyota, Victoria’s Secret, Wunderman, US Chamber of Commerce, and others.

Valerie Peck
Principal, East Bay Group
CEO, SuiteCX

Valerie has over 20 years of area expertise. As a partner at East Bay Group, she worked with Fortune 100 companies, as well as a number of international clients, developing Go-to-Market Strategies, Marketing Execution plans, as well as developing and implementing marketing databases and automation solutions. While a partner at Peppers & Rogers, Valerie was responsible for the Web, Contact Center, Marketing Automation and Knowledge Management Centers of Excellence. The firm’s Knowledge Management system won a prestigious Inc. Magazine award in 2002. Valerie’s other positions; such as Director of CFO Direct and Director of Marketing, Western Region High Technology Division at PricewaterhouseCoopers; Senior Manager KPMG and Executive Director of Market Management at Pacific Bell provide her with a wealth of experiences, both in consulting and in business.

Valerie has worked with a wide array of clients, such as Limited Group, Inc., Vision Service Plan, Hay House, Xanterra Parks and Resorts, Copart, Orbitz, Luxottica, Syngenta, Allergan, EDS, Kaiser Permanente, SutterConnect, Sprint, Pacific Telesis, Sony, Stanford University, Oracle, Blue Shield of California, Sprint, Lincoln-Mercury, Wells Fargo, Overstock.com, Bluefly.com, Bank of Turkey, KBC Banking Group, Dogus Corporation, Aspect, Hewlett-Packard, USPS, Royal Caribbean International and Bank of the West.

Valerie has a B.S. in Marketing as well as an MBA from the University of Southern California.

Martha Rogers
Founder
Trustability Metrix

Named in 2015 by Satmetrix as #1 on their list of “Top 25 Customer Experience Leaders,” Dr. Martha Rogers is an acclaimed author, business strategist and Founder Emerita of Peppers & Rogers Group, now part of Teletech. Recognized for more than 20 years as one of the leading authorities on customer-focused relationship management strategies and trust, she is founder of Trustability Metrix, designed to help companies understand how they are trusted by customers, employees, and business partners. Martha also serves as Chairman of the Board of SuiteCX and as President of Daphne Productions, which oversees the archiving and licensing of “The Dick Cavett Show.”
Business 2.0 magazine named Martha Rogers one of the 19 "most important business gurus" of the past century. The World Technology Network cited her as "an innovator most likely to create visionary 'ripple effects.'" In 2013, Martha Rogers and partner Don Peppers were inducted into the DMA Hall of Fame. With co-author Don Peppers, Rogers has produced a legacy of international best-sellers that have collectively sold well over a million copies in 18 languages. Martha’s counsel and insight are regularly sought by Fortune 500 and Blue Chip executives, as well as conference organizers. Dr. Rogers’ thought leadership and presentations routinely focus on the business issues that today’s global enterprises are grappling with, while trying to maintain a competitive edge in their marketplace:

- Balancing long-and short-term goals by managing customer values
- Increasing organizational trustability in the Age of Transparency
- The effect of new technology and social media to every business and organization and their strategy
- Building stronger customer relationships and customer experiences
- What engagement, innovation and trust mean for the future viability of every business
- How to cascade the changes needed in an organization to build the value that customers create
- How to use increases in customer revenue and customer equity as the basis for compensation and reward
- Why and how to overhaul your business model before your competition (or channel partner) does it for you.

An adjunct professor at the Fuqua School of Business at Duke University, where she co-directed the Teradata Center for Customer Strategy, Dr. Rogers has been widely published in academic and trade journals, including Harvard Business Review, Journal of Advertising Research, Journal of Public Policy and Marketing, and Journal of Applied Psychology. She has been named International Sales and Marketing Executives' Educator of the Year. Dr. Rogers earned her Ph.D. at the University of Tennessee as a Bickel fellow. At Peppers & Rogers Group, Dr. Rogers led several large subscription-based research studies focusing on particular aspects of CRM, including direct-to-consumer selling. She has blogged for Huffington Post, and elsewhere. Dr. Rogers is married to Dick Cavett and lives in New York City.

**Target Audience**

**B2B or B2C Companies**

- Companies in the Fortune 500
- All industries using data-driven marketing techniques
- All industries using multiple channels to connect with customers: eCommerce, in-store, email, catalog, mobile, kiosk, service centers, social media, call center, etc.
- Those wanting to improve their customer experience
- Companies using metrics and measurement to understand their current performance
- Companies with multiple segments/target audiences

**Participants**

- Campaign marketing practitioners
- Customer Experience practitioners
- Customer Service managers and senior managers
- Analysts
- Mar-tech and IT support for marketing
- Strategic planning
- Operations managers
- MBA-level new hires
- College grads with some marketing experience