

# CUSTOMER JOURNEY MAPPING



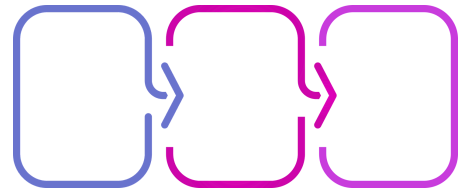
+27 82 457 5752



lynn@cx-company.com



[www.cxinstitute.co.za](http://www.cxinstitute.co.za)



# WHAT IS CUSTOMER JOURNEY MAPPING



**Customer Journey Mapping** is a strategic process that visually outlines every customer interaction with a business, from awareness to loyalty. It assists organizations to identify key touchpoints, pain points, and opportunities for improvement across the key pillars of customer experience - **people, processes, and technology**.

When a business truly understands the touch points and pain points that influence buyer behaviour, they are in a position to improve and capitalise on them as drivers of customer satisfaction and business growth.

# WHY DO CUSTOMER JOURNEY MAPPING



**Customer journey mapping is essential for businesses as it provides a clear, structured view of how customers interact with their brand.**

By visually identifying and mapping every stage of a customer interaction with a business - from awareness to post-purchase engagement, companies can identify current pain points, inefficiencies, and opportunities for improvement. The process helps businesses step into their customers' shoes, ensuring that every touchpoint aligns with customer expectations. Without journey mapping, organizations risk overlooking critical gaps in efficiency and service, leading to frustration, lost sales, and weakened loyalty. By proactively addressing these gaps, businesses can create seamless experiences that drive satisfaction and retention.

The key outcomes of customer journey mapping include improved customer engagement, enhanced service delivery, and stronger brand loyalty. Businesses gain actionable insights into customer behaviors, allowing them to refine processes, optimize technology, and empower employees to deliver exceptional experiences.

Additionally, journey mapping fosters cross-functional collaboration, breaking down silos and ensuring that all departments work toward a unified customer-centric strategy. Ultimately, organizations that invest in journey mapping can make informed decisions that enhance customer satisfaction, increase revenue, and build lasting relationships with their audience.

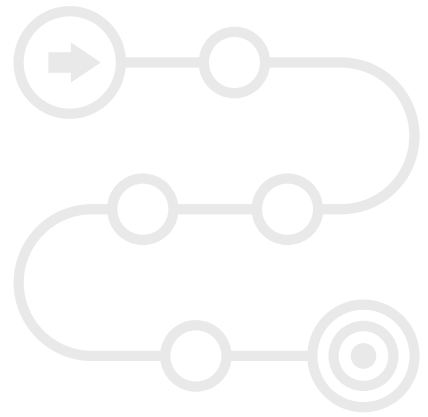
**TRANSFORMING  
CUSTOMER  
EXPERIENCE  
CONCEPTS  
INTO REALITY**



FRESH EYES CX



# TRANSFORM THE EXPERIENCE



Customer Journey Mapping workshops aren't just training sessions—they're immersive, interactive experiences that shift mindsets, spark collaboration, and unlock game-changing insights.

The session kicks off with The Customer Journey Game, a dynamic board game that brings customer interactions to life. Teams step into a simulated journey, experiencing key customer stages, touchpoints, and pain points that shape buying decisions. It's fast-paced, thought-provoking, and the perfect launchpad for the mapping workshop.

From there, we dive into journey mapping—an intensive process where participants step into the customer's shoes to evaluate every interaction. They conduct real-time assessments, searching online to see how their business ranks against competitors and calling their own company to track response times, professionalism, and engagement. Each touchpoint is meticulously recorded to pinpoint gaps and friction points that impact customer experience.

By combining interactive gameplay with structured mapping, these workshops drive maximum impact, break down silos, align teams, and develop actionable strategies to improve customer experience.

**UNLOCKING  
CUSTOMER  
NEEDS WITH  
JOURNEY  
MAPPING**



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## Overview

The Customer Journey Mapping workshop begins with a facilitated discussion to define customer stages, touchpoints, and market personas, establishing a strategic foundation for effective mapping.

By identifying personas, teams gain insights into expectations, behaviors, and pain points, allowing them to assess interactions and pinpoint areas for improvement. This clarity enables organizations to create targeted solutions, optimizing experiences to drive engagement and satisfaction. This process ensures participants approach journey mapping with the right perspective, fostering data-driven decisions that enhance customer experience. Let me know if you'd like any further refinements!



## Journey Mapping Session

Participants are then divided into teams, each representing a specific persona. Working collaboratively, they actively map a typical customer journey, analyzing every stage—from initial awareness to post-purchase engagement. Throughout this process, teams assess whether interactions enhance or hinder a frictionless customer experience. This structured methodology pinpoints areas for improvement, helping businesses refine touchpoints and optimize engagement strategies.

By working within specialized market segment groups, participants gain valuable insights into customer preferences, frustrations, and decision-making processes. This immersive experience enables businesses to identify critical opportunities, strengthen customer relationships, and refine service delivery in alignment with customer needs.



## Improvement Plan Session

At the conclusion of the workshop, teams compile a list of strategic improvements spanning people, processes, and technology. Each task is assigned to department heads, complete with clear timelines for execution. This structured approach ensures organizations address key challenges effectively, creating a seamless customer experience that fosters loyalty and

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# CUSTOMER JOURNEY MAPPING

# AGENDA

	CUSTOMER JOURNEY MAPPING - ONE DAY WORKSHOP
8.30 - 9.00 AM	<b>WELCOME &amp; INTRODUCTION</b> Welcome and Introduction - The What, Why, How of Customer Journey Mapping
9:00 AM - 10.00	<b>THE CUSTOMER JOURNEY GAME - INTERACTIVE SESSION</b> The Customer Journey Game is an interactive business board game that immerses teams in simulated customer scenarios, helping them to understand journey stages, identify touchpoints, and experience pain points, all of which have a profound effect on customer perception and buyer behaviour.
10.00 - 10:30 AM	<b>TEA &amp; COFFEE BREAK</b>
10:30 AM - 1.00PM	<b>CUSTOMER JOURNEY MAPPING SESSION</b> The Customer Journey Mapping session starts with a facilitated discussion to define customer stages and touchpoints, establishing a foundation for analyzing interactions and identifying improvements. Participants then determine key market personas, ensuring the mapping process aligns with customer expectations. Teams are assigned personas and collaboratively map the current customer journey, documenting interactions, pain points, and opportunities for enhancement.
1:00 - 1.45 PM	<b>LUNCH</b>
1.45PM - 3.00 PM	<b>CUSTOMER JOURNEY MAPPING CONTINUED</b> Teams continue to systematically analyze each customer interaction—from online searches, to website navigation, customer online engagement touchpoints, and direct calls to their own company to assess response times. Every step is carefully examined to uncover gaps, friction points, and opportunities for enhancing the customer experience.
3:00 PM - 3.15 PM	<b>TEA BREAK</b>
3.15PM - 4.15 PM	<b>CONSOLIDATION OF FINDINGS</b> At the conclusion of the customer journey mapping session, each team must pinpoint six critical pain points and propose actionable improvements across people, processes, and technology. These improvement recommendations are assigned as tasks to the appropriate department heads, complete with defined timelines and deadlines to ensure effective implementation.
4.15PM - 4.30 PM	<b>CLOSE</b> Wrap up of the days session and instructions on the way forward, to ensure that improvements are actioned in within the specified deadlines.



# ABOUT THE FACILITATOR

## Lynn Baker



Lynn Baker is a globally recognized Customer Experience (CX) specialist, renowned for her expertise in customer journey mapping and experiential learning.

As the founding director of Customer Experience South Africa, she has shaped CX education and engagement across the region. A Customer Experience Specialist (CXS) accredited by CX University, she champions innovative approaches to CX strategy and training.

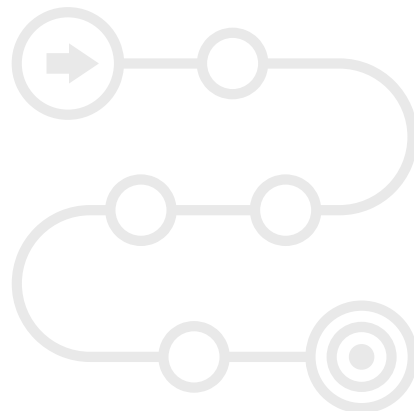
Lynn serves has served as Chair of Judges for the International Customer Experience Awards, ensuring excellence in CX practices worldwide. Her pioneering work includes The Customer Journey Game, an interactive tool fostering collaboration and customer-centric thinking. Passionate about redefining CX methodologies, she empowers organizations to create meaningful, customer-driven experiences.

[More on Lynn Baker](#)

[LinkedIn Profile](#)



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