



COPC® Customer Journey Mapping Certification

About:

- Two and a half day, in-person training and certification program
- Training in how to create a customer journey map and how to apply it to improve the customer experience
- Small-class format with case studies, individual assignments and small-group interaction

Benefits:

- Learn proven techniques to map your customer's journey
- Develop your own customer journey map using our exclusive tools
- Acquire both the knowledge and skills for how to plan and manage a mapping project
- Understand how to utilize your mapping project to improve the customer experience
- Become certified in COPC Customer Journey Mapping

Understand your customer's journey to deliver a superior experience

Beyond your product or service offering, the customer experience is what drives brand loyalty and repeat business. By mapping your customer's end-to-end journey through critical touchpoints, you can find inconsistencies in the customer experience and potential breakdowns in service. Armed with that knowledge, you can implement improvements to ensure your organization has the ability to deliver on customer expectations.

Our training gives you the strategy, tools and expertise to build your own customer journey map and use it to improve the customer experience. We offer a proven mapping process that covers customer experience strategy, customer understanding, map design, measurement, governance and culture.

At COPC Inc., we help companies throughout the world improve operations to create satisfied and loyal customers. Our COPC Customer Journey Mapping Certification program is taught by our senior-level facilitators who will share best practices for improving the customer experience in any industry. After completing our training, you will have the tools and knowledge to immediately begin a customer journey mapping initiative within your organization.

Participants who complete our training program and successfully pass the exam will be certified in COPC Customer Journey Mapping.

The Five Phases of Customer Journey Mapping:

Our COPC Customer Journey Mapping Certification program examines the five phases of designing, creating and implementing a customer journey map. These are:

Phase 1: Analyze and prioritize customer experience opportunities

During this first phase, you will learn how to narrow the customer journey to be mapped. You will understand how to collect and analyze data to identify where the customer experience has the greatest impact on the organization. During this part of your training, we will discuss in detail the data collection process and introduce the concepts of customer personas and segments.

Phase 2: Understand your customer touchpoints and maximize your map

In phase 2, you will identify the touchpoints impacting your key customer segments. You will learn how to maximize the value of your map by selecting the journey that will be most impactful to the customer experience. During this training, we will introduce our exclusive COPC Inc. mapping tools, including the COPC Inc. Touchpoint Matrix and the CX Matrix.

Phase 3: Explore and capture the customer experience

In phase 3, you will learn how to walk in your customer's shoes and experience first hand

each touchpoint in their journey. You will understand how to identify various ways to become the customer, learn how to conduct and document a touchpoint walk-through, and use the data gathered to identify strengths and weaknesses in the customer experience.

Phase 4: Map and share the journey

In phase 4, you will learn how to build the journey map from the information you have collected and documented. We will show you how to flag strengths and opportunities within your map, identify opportunities for improvement, and plan how to communicate your findings with your key stakeholders.

Phase 5: Take action to optimize the journey

During this last phase, you will learn how to plan the launch of a customer journey mapping project and how to leverage that map to improve the customer experience. We will show you how to develop and complete performance improvement projects to tackle issues identified during the mapping process.

About COPC Inc.

COPC Inc. provides consulting, training, certification and the RevealCX™ software solution for operations that support the customer experience. The company created the COPC Standards, a collection of performance management systems for call center operations, customer experience management, vendor management, and procurement. Founded in 1996, COPC Inc. began by helping call centers improve their performance. Today, the company is an innovative global leader that empowers organizations to optimize operations to deliver a superior customer experience across all channels. COPC Inc. is privately held with headquarters in Winter Park, FL, U.S. and with operations in Europe, Middle East, Africa, Asia Pacific, Latin America, India and Japan. www.copc.com.

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