



COPC® Service Journey Thinking Training



Generate Greater Loyalty

The mission of every Customer Experience (CX) leader is simple — to fulfill the needs of customers quickly, cost effectively, and with as little customer effort as possible. The path customers take to resolve an issue, as well as the experiences they have along the way, is known as the service journey. It differs from what many of us know as the customer journey in that it applies to both visible and behind-the-scenes activities that impact the customer experience and outcome. The service journey includes all the steps and communication methods a customer uses, and the tools and logistics a business or contact center employs to complete the service process.

Service Journey ThinkingSM is COPC Inc.'s comprehensive approach for improving the service journey. It involves analyzing the effects of all service channels together, not simply individual channels and actions. It considers the service journey from the customer's perspective, and also examines the internal components that support the experience, including people, technology, processes and policies. By applying Service Journey Thinking, brands promote greater efficiency, improved performance and reduced costs within their operations. For their customers, this means reduced effort, improved satisfaction and enhanced loyalty.

COPC® Service Journey Thinking Training

Designed for individuals looking for a proven approach to improving the customer experience, COPC Service Journey Thinking training provides the tools and know-how needed to generate substantial and lasting change. From blueprinting the journey to the linking of backstage (behind-the-scenes) activities with frontstage (customer visible) activities, participants will be equipped to have an immediate and positive impact on the service journey.

Service Journey Thinking benefits to your organization include:

- An understanding of the service journey from both customer and business perspectives
- A clear, actionable and practical approach for improving service design, the customer experience and business results
- Identification of process gaps and root causes of dissatisfiers
- Improved customer satisfaction resulting in enhanced customer loyalty
- Optimized channel transitions and reduced customer effort

Learn more at
copc.com/training

Service Journey Thinking Course Overview

In this course, you will learn how to:

- Generate a better service design and improve the customer experience
- Visualize service journeys through service blueprints — a comprehensive mapping approach for service journeys
- Link frontstage (customer visible) and backstage (out of sight) operational activities to identify performance and process gaps
- Identify root causes of customer dissatisfaction and reduce workload related to product or service failures
- Reduce future contact by resolving customer needs before they occur
- Optimize channel transitions, drive consistency and improve resolution rates
- Simplify transaction complexity and reduce customer effort and time-to-resolution
- Identify key areas for performance improvement and develop appropriate recommendations
- Design and deploy improved methods for performance monitoring

COPC® Service Journey Thinking training is ideal for:

- CX Executives and Leaders
- Customer Care and Service Executives
- Heads of Contact Centers, Retail Operations and Dispatched Service Teams
- Service Designers
- Digital Channel, Self-Service and UX Designers

Become a Certified Professional Manager



To earn the designation of “Certified Professional Manager,” participants must successfully complete the COPC® Service Journey Thinking Training course and score 90% or better on the final exam.

About COPC Inc.

COPC Inc. provides consulting, training, certification, benchmarking and research for operations that support the customer experience. The company created the COPC Standards, a collection of performance management systems for customer experience 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 for the delivery of a superior service journey. COPC Inc. is headquartered 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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