CORE CONCEPT

# Customer Journey Mapping and Service Blueprint Design

**Customer Journey Mapping and Service Blueprint Design**

**Technical depth:** Practitioner · **Practical mode:** Case study

## Introduction

Customers judge an organisation on the whole journey, not on a single transaction, yet most journeys are designed department by department. Hand-offs between channels, repeated requests for the same information and unclear next steps drive complaints, abandonment and avoidable contact volume. This Core Concept course equips managers to research, map and redesign customer journeys end to end, using human-centred design methods, service blueprints and recognised service excellence standards. Participants work on multi-sector cases and leave with a Customer Journey Redesign Pack for a priority journey in their own organisation.

## Course Objectives

- Plan customer research with interviews, contextual observation and voice-of-customer data, and translate findings into personas and jobs to be done
- Map current-state customer journeys, identifying touchpoints, emotions, pain points and moments of truth
- Construct service blueprints that link each customer action to front-stage, back-stage and support processes
- Design future-state journeys that apply ISO 23592 service excellence principles and the ISO 9241-210 human-centred design process
- Define journey measures such as NPS, CES and completion rates, and prioritise improvements in a journey backlog
- Produce a Customer Journey Redesign Pack for a priority journey

## Target Audience

- Customer experience managers accountable for end-to-end journey performance
- Service design and product managers shaping new and redesigned services
- Channel and contact centre managers responsible for digital, branch and telephone experiences
- Process improvement and operational excellence managers streamlining customer-facing processes
- Marketing and brand managers responsible for customer touchpoints and communications
- Digital transformation managers delivering customer-facing platforms

# Course Outline

## Day 1: Customer Journey Foundations and Current Experience

- Customer Experience, Customer Journey and Touchpoint Definitions
- Outside-In Versus Inside-Out Journey Perspectives
- Journey Inventory and Prioritisation Matrix
- Voice-of-Customer Data Audit: Complaints, Surveys and Contact Reasons
- Customer Satisfaction Monitoring Aligned to ISO 10004

## Day 2: Design Standards and Journey Frameworks

- ISO 23592 Service Excellence Principles and Model
- ISO/TS 24082 Designing Excellent Service for Outstanding Experiences
- ISO 9241-210 Human-Centred Design Process
- Design Council Double Diamond for Journey Redesign
- Kano Model for Classifying Customer Expectations

## Day 3: Research, Mapping and Blueprinting

- Customer Interview and Contextual Observation Guides
- Personas and Jobs-to-Be-Done Statements
- Current-State Journey Map: Stages, Actions, Emotions and Pain Points
- Moments of Truth and Emotional Curve Analysis
- Service Blueprint: Front-Stage, Back-Stage and Support Processes

## Day 4: Journey Failures, Measurement and Optimisation

- Channel Hand-Off Failures and Omnichannel Continuity
- Accessibility Review Against WCAG 2.2 Criteria
- Journey Metrics: NPS, CES, CSAT and Completion Rates
- Peak-End Rule and Behavioural Design in Journeys
- Journey Improvement Backlog and Impact-Effort Prioritisation

## Day 5: Case Work and the Customer Journey Redesign Pack

- Telecommunications Case Study: Redesigning a Customer Onboarding Journey
- Licensing Authority Case Study: Removing Repeat Contacts
- Future-State Journey Map for an Own Priority Journey
- Customer Journey Redesign Pack Drafting
- Peer Critique and Journey Walkthrough Presentation

## Skills You Will Gain

- Customer Research Planning
- Journey Mapping
- Service Blueprinting
- Experience Measurement
- Omnichannel Service Design
- Accessibility Review
- Improvement Prioritisation

## Why Attend This Course

- Return with a Customer Journey Redesign Pack for a priority journey, already critiqued by peers
- See the journey as customers experience it rather than as the organisation chart divides it
- Show colleagues in operations and technology which back-stage processes cause front-stage pain
- Exchange journey design practice with managers from different sectors and countries

## Conclusion

Customers rarely complain about one department; they complain about a journey that does not hold together. The course moves from understanding current experience and customer data, through service excellence and human-centred design standards, to research, mapping and blueprinting, then to channel failures, accessibility, measurement and prioritisation. The final day produces a Customer Journey Redesign Pack for a priority journey, giving participants a documented case for change and a practical backlog to take to the teams who own each part of the journey.