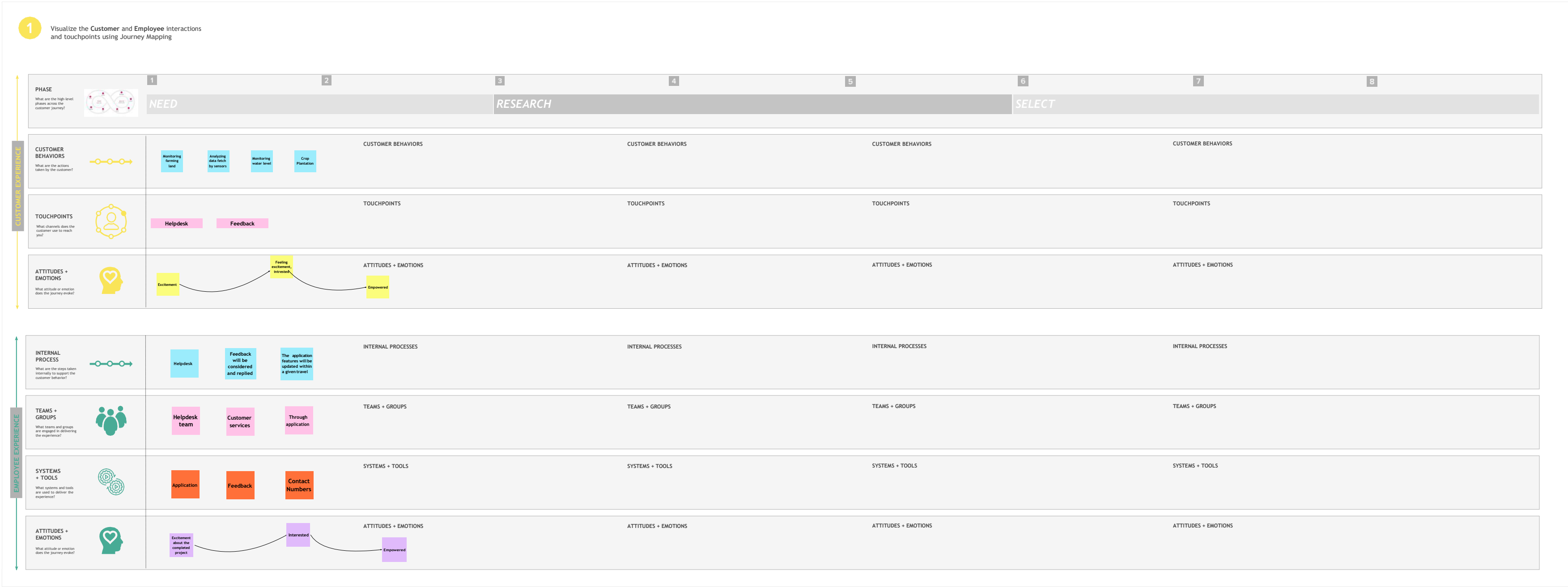


Customer & Employee Journey Map

- Agenda
- 1 Visualize the Customer and Employee interactions and touchpoints using Journey Mapping
  - 2 Identify Moments of Truth by evaluating issues and opportunities
  - 3 Prepare Needs Statements by framing Moments of Truth
  - 4 Flag the most compelling areas of focus using Visualize the Voice



Introduction

