

Unite experiences to prioritize ideas and focus areas

Customer & Employee Journey Map

MURAL

Customer & Employee Journey Map

framework courtesy of our friend

Seema Jain at MURAL



TIME
4 - 8 hours

DIFFICULTY
Intermediate

Workshop date

01 | 01 | 20

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 Vote

Your facilitation team



Participants

