

Customer journey mapping workshop



East Midlands

Improvement and
Efficiency Partnership

Thursday 7th October 2010, 9.45 – 16.15
PERA, Nottingham Road, Melton Mowbray,
Leicestershire, LE13 0PB

A free one day training course for practitioners

Customer journey mapping is a way of uncovering the path your customers take when engaging with a service; when and how they interact with your organisation; and their experiences and feelings throughout. It is an accessible and effective way of seeing your service from the customers' point of view. The insights produced may challenge assumptions and highlight ways to improve services. It is one of a range of tools that can help public bodies gain a deeper understanding of their customers' needs, wants, attitudes and behaviours.

This one day training workshop will equip you with the necessary skills and knowledge to carry out your own customer journey mapping. Delivered in a small group the workshop combines presentation, discussion, and practical exercises and covers the full process from identifying why you are doing customer journey mapping to using the results. Training will be delivered by Mary Tetlow of Tetlow Associates.

Reasons for attending:

- Understand what customer journey mapping is and when and why to use it.
- Acquire the skills to carry out your own customer journey mapping.
- Reflect on using customer journey mapping in your organisation.
- Practice key techniques including questioning customers.

The programme will include:

- Being clear why you are doing customer journey mapping. Who to involve and why.
- Deciding whose journey to map.
- Sources of data.
- Mapping a sample journey.
- Techniques for understanding the customer journey.
- What to do when you have your customer journey map.

Who should attend?

Local public-sector staff who want to understand their customers better by carrying out their own customer journey mapping.

This course assumes no specialist knowledge or background.

To book your place visit:

www.eastmidlandsiep.gov.uk

or call Lois Dale on
0115 977 4921

Places will be limited to two per authority.

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Mary Tetlow is an experienced consultant, facilitator and trainer working with public service organisations with a broad span of expertise and interest and particular expertise in customer insight, policy and strategy development and organisational behaviour.

She has extensive knowledge and understanding of local service strategic and policy issues, having worked closely with central government departments, local authorities, health trusts and housing organisations. Recent assignments include completion of national level research projects for the IDeA on the business case for an academy for customer insight for local government, the Local Government Association with the National Consumer Council on a national approach to customer satisfaction measurement and a similar project for the Improvement Service in Scotland.

Training work includes specialist programmes in customer insight, customer journey mapping and communication for policy makers and strategic decision makers. Mary is an Associate with the National School for Government where she has led programmes in policy development, customer insight and strategic communication.

The East Midlands Improvement and Efficiency Partnership (EM IEP)

aims to bring lasting improvements to the region and has a budget of £20 million over three years (2008 - 2011) to do exactly that. It will help forge closer relationships between East Midland authorities - there are 46 councils and five fire and rescue authorities involved - to help them challenge and support one another on their 'improvement journeys'. Other local government organisations such as the Audit Commission, Government Office East Midlands (GOEM) and the Improvement and Development Agency (IDeA) will also play roles.

This training is part of the **East Midlands Customer Insight and Research Project**. The project aims to ensure that customer insight and research resources and expertise are developed, shared and deployed effectively across the East Midlands. For further information on the project contact Rachel Moreton, Customer Insight and Research Project Manager in the first instance on 0781 7235 994, moreton1@gmail.com