



VIDEO TRANSCRIPT

CORE MODULE:

INTRODUCTION TO THE COURSE

First of all, I want to say hello and welcome everyone to *Creating Magnificent Journey Maps*! I'm excited to get this course kicked off and get everyone creating user and customer journey maps.

So I want to start with a quick introduction to me - my name is Jennifer Clinehens, I'm an author and behavior change strategist, as well as Head of Customer Experience at a leading global customer experience agency. I'm the author of two bestselling books, all about customer experience.

The first, *CX That Sings*, is an introduction to customer journey mapping and was the inspiration for creating this course. The second, *Choice Hacking*, is about applying behavioral science and psychology to the customer experience.

In my professional life, I've worked on and for many industry-leading consumer brands such as AT&T, Coca-cola, Adidas, McDonald's, and many others. Although my background is mainly in B2C businesses, I want to assure you that customer journey mapping can work for any business, including B2B and companies that sell products, services, software, or are retail or digitally based - or a mix of channels.

I've also guest lectured at many excellent institutes of higher learning, and helping others gain knowledge and learn systems is one of my favorite things to do! Hence, this course.

Before we get too in the weeds on how this will all work, I want to talk about why I created this course. It's all about the challenge we face when creating customer journey maps.

According to research by MyCustomer - which is an excellent source for journey mapping and customer experience research - most companies use customer journey mapping, which is incredible! Nearly 70% said yes. That must mean that customer journey maps are foolproof, right?

But actually - even though the potential of journey maps to transform customer experience is second to none, two-thirds of them fail according to research from consultancy Heart of the Customer.

As someone who has worked in customer experience inside companies and as a consultant, I saw this pattern over and over again. Optimism and excitement - yes! "We've got the project approved. This is going to be great!" Then there's a lot of hard work to create the journey map - which has its own challenges. Next, after many months of work, there's a fancy presentation - they invite all the bigwigs from across the company. Everyone's very proud of the map they've created. But then critically... there's confusion. How do we put this to work, people ask themselves? We've created a journey map, isn't that supposed to solve everything? Then last, after many thousands in budget and thousands of man and woman hours, the journey map is basically abandoned. It's put up on a wall somewhere, and it becomes wallpaper. People ignore it.

And that's what this course aims to solve.

So to prevent a fate like the one I've just described, this course has three big buckets of information. First, we'll learn the nuts and bolts of creating a customer journey map - and during that process, we'll work together to create two fictional personas, each with their own customer journey maps.

But the thing that makes this course different is that we will go beyond the obvious - we won't just learn the mechanics of creating a journey map, we'll also learn how to persuade and manage stakeholders. So what does that mean? It's all about gaining trust from executives and colleagues, it's getting them to free up funds for your journey map, and it's helping you get access to data and experts inside your company. It's about getting them to respect and get invested in the work you've done to create your journey map. That way, when it's time to action the map, they're on board.

Last, we'll learn to put our journey maps to work - that will include learning about how to measure your map and use metrics, and how to turn the opportunities you spot during the mapping process into live projects. That way, when the project is over, your map gets used, not pasted to a wall.

As a part of our modules, you'll see plenty of real-life examples complete with analysis and discussion, and you'll take quizzes to cement your knowledge along the way. You'll always be given actionable and specific information. That will include checklists, worksheets, templates, scripts, and more so that there's no guesswork when it's time to create your journey map.

As we all know, it's better to learn by doing so in this course. So, we'll work through two example customer journey maps with two associated personas - we'll talk more about this later. Basically, each journey map needs to have a matching persona to give you a customer lens through which to view your experience.

And we'll create both of those journey maps using Uxpressia journey mapping software, which is used by brands like Microsoft and LEGO to create their journey maps.

Our course format is pretty straight forward - one core module will be released every week - except our bonus module called "How to Create a Customer Journey Map in a virtual environment," which will be released at the time as our last Core Module in Week 8.

As you can see, we have lots of information to get through, but by the end of this course, we'll be ready to create our map, persuade our stakeholders, and action our next steps.

In the next video in this module, we'll answer the questions: What are Journey Maps, what problems do they solve, and how are they constructed?