

Customer Journey Design

Map the real customer journey, quantify the pain points, and design a better experience.

Level	Practitioner
Duration	2 days · 12 training hours
Fee	699 AED
Group size	6 - 20 participants
Delivery	In-house · Public run · Live virtual
Runs each year	7 June and 1 November

All training programmes are accredited by the Sharjah Private Education Authority.

Programme objectives

- Build personas grounded in data rather than impressions
- Map the journey from need awareness through to post-service
- Identify pain points and rank them by impact and effort
- Tie improvements to measurable satisfaction and happiness metrics

Who it is for

Customer service managers and staff, CX teams, quality coordinators and service designers.

Prerequisites: None.

Programme outline

Day 1 — Understanding and data

- Customer experience versus customer service
- Data sources: interviews, complaints, field observation
- Building personas
- Identifying touchpoints across channels

Day 2 — Mapping and improving

- Journey-mapping workshop
- Adding the numbers: duration, drop-off, complaints
- Pain-point analysis and the priority matrix
- Measurement: CSAT, NPS and customer effort

Competencies developed

- Service design
- Data analysis
- Customer empathy
- Prioritisation

What participants take away

- A journey map template
- A persona-building template
- An impact-versus-effort matrix
- A company-issued certificate of attendance

How it is assessed

A complete journey map for one of your real services, with a prioritised improvement backlog.

About the company

Innovation Excellence Consulting & Training is a Sharjah-based firm working with government and private organisations across the UAE and the region. We deliver management consulting, excellence award readiness, customer experience, corporate innovation, ISO certification and research — alongside accredited, applied training programmes.

Programmes accredited by the Sharjah Private Education Authority · 3,500+ professionals trained · 40 government and private entities

Why train with us

- No less than 40% of every programme is exercises and case work, not lecturing.
- Programmes designed on the ADDIE model, with cases drawn from the participants' own workplace.
- Trainers with genuine field experience in the work they are teaching.
- Delivered in Arabic and English to the same standard — in-house, public or virtual.

Register for this programme



To register, or to run this programme at your premises, get in touch — or register directly from the programme page on our site.

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Fees are per participant in UAE dirhams and exclude VAT. Confirm the year of each run on our website.