MODuLE 1: Customer Journey

Purpose of Mastering the Customer Journey

Touchpoints and Service Interactions
Mapping the Customer Journey
Designing the Customer Journey
Measuring and Improving the Customer Journey

MODuLE 2: Customer Journey STEP 1: Explore

Purpose of the Explore Step
Understanding Service Consumers

Understanding Service Providers

Understanding and Targeting Markets

MODuLE 3: Customer Journey STEP 2: Engage

Purpose of the Engage Step
Aspects of Service Value
Service Relationship Types
Building Service Relationships
Building and Sustaining Trust and Relationships

Analyzing Customer Needs
Managing Suppliers and Partners

MODuLE 4: Customer Journey STEP 3: Offer

Purpose of Shaping Demand and Service Offerings
Managing Demand and Opportunities
Specifying and Managing Customer Requirements

Designing Service Offerings and User Experience

Selling and Obtaining Service Offerings

MODuLE 5: Customer Journey STEP 4: Agree

Purpose of Aligning Expectations and Agreeing Services

Agreeing and Planning Value Co-Creation

Negotiating and Agreeing a Service

MODuLE 6: Customer Journey STEP 5: Onboard

Purpose of Onboarding and Offboarding

ITIL Management Practices

Planning Onboarding

Fostering Relationships with Users

Providing User Engagement and Delivery Channels

Enabling Users for Service

Elevating Mutual Capabilities

Offboarding

MODuLE 7: Customer Journey STEP 6 :Co-Create

Purpose of Service Provision and Consumption

Service Mindset

Ongoing Service Interactions

Nurturing User Communities

MODuLE 8: Customer Journey STEP 7: Realize

Measuring Service Value

Purpose of Value Capturing and Customer Journey Improvement

Realizing Service Value in Different Settings

Tracking Value Realization

Assessing and Reporting Value Realization

Evaluating Value Realization and Improving Customer Journeys

Realizing Value for the Service Provider