

CCXP: Journey Mapping, VoC & CX Strategy

Learn to build customer journey maps, Voice of Customer systems and CX strategies that align with business goals.

2 Days

DURATION

10

MODULES

39

TOPICS

COURSE OVERVIEW

This course opens with the CXPA CX framework and methods for gathering customer insights, including Voice of Customer systems, journey mapping and persona development. It then covers building a CX strategy linked to business goals, prioritising initiatives, and measuring outcomes through metrics, dashboards and data storytelling. The second part addresses experience design and prototyping, change management, and embedding a customer-centric culture through leadership behaviours, governance and accountability models. It closes with case studies, stakeholder influencing scenarios and the development of a personal CX leadership plan.

WHO THIS COURSE IS FOR

CX Managers

CX Strategists

Customer Insights Analysts

Journey Mapping Practitioners

Change Management Leads

CX Program Leaders

LEARNING OBJECTIVES

- Explain the CXPA CX framework and its five competency areas
- Apply Voice of Customer systems to gather customer insights
- Develop journey maps and personas to identify experience gaps
- Plan a CX strategy linked to business objectives
- Interpret CX metrics and dashboards to demonstrate ROI
- Apply human-centered design to prototype future-state journeys
- Assess change management approaches for CX initiatives
- Evaluate culture, governance and accountability models for CX

10 Modules, 39 Topics

DAY 1 Foundations & Strategic CX Leadership

01

Welcome & Program Orientation

TOPICS

Purpose of the program · CX maturity self-assessment · Expectations and success criteria

02

CXPA CX Framework Overview

TOPICS

- The five competency areas
- How CX roles integrate across the organization
- What “good CX” looks like globally

03

Customer Insights & Understanding

TOPICS

Voice of Customer (VoC) systems · Qualitative vs. quantitative research · Journey mapping fundamentals · Personas and behavioral insights · Identifying experience gaps

04

Customer Experience Strategy

TOPICS

- Linking CX strategy to business strategy
- Defining intended customer experiences
- Prioritization frameworks (e.g., impact vs. effort)
- Building a CX roadmap
- Communicating CX strategy to stakeholders

05

Metrics, Measurements & ROI

TOPICS

Perception, descriptive, and outcome metrics · Linking CX metrics to business outcomes · CX dashboards and reporting · Executive buy-in through data storytelling

DAY 2

Design, Implementation & Culture Enablement

06

Design, Implementation & Innovation

TOPICS

Human-centered design principles · Future-state journey mapping · Experience design process · Prototyping and iterative testing · Prioritizing improvement opportunities

07

Change Management for CX

TOPICS

- Cross-functional alignment
- Process, people, and technology interdependence
- Project management essentials for CX initiatives

08

Culture & Accountability

TOPICS

Building a customer-centric culture · Leadership behaviors that reinforce CX · Reward and recognition systems · Embedding CX into hiring, training, and KPIs · CX governance and accountability models

09

CX Leadership in Practice

TOPICS

- Case studies
- Scenario-based decision making
- Handling resistance and influencing stakeholders

10

Personal CX Leadership Plan

TOPICS

Individual capability assessment · 90-day CX action plan · Templates and tools

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

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