Customer Journey Mapping and Experience Design

Customer Service Management

Course Overview

Customer Journey Mapping and Experience Design: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Customer Journey Mapping and Experience Design
- Apply practical tools and techniques for Customer Journey Mapping and Experience Design in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Customer Journey Mapping and Experience Design in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Directors, senior managers, heads of department, team leaders and high-potential professionals preparing for greater leadership responsibility.

Course Outline

1. Setting the scene: Customer Journey Mapping and Experience Design in today's organisation
2. Key concepts and the language of Customer Journey Mapping and Experience Design
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Customer Journey Mapping and Experience Design with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
2 to 6 Nov 2026	Lusaka	**$1,450**
9 to 13 Nov 2026	Maputo	**$1,550**
16 to 20 Nov 2026	Johannesburg	**$1,550**
23 to 27 Nov 2026	Nairobi	**$1,395**
30 Nov to 4 Dec 2026	Kampala	**$1,450**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.