

Programme

Bringing customer journey maps to life Wednesday 17 February 2021

Understand how to create customer journey maps that engage the whole organisation and lead to better services at these interactive virtual workshops

Customer journey mapping has become a key process for housing providers as they try to better understand and improve their relationship with residents. But how do you turn a paper exercise into something meaningful and 'real' for the whole organisation that ultimately leads to better services?

To truly understand the 'customer experience', it is important to map the flow of how a customer becomes acquainted, uses and follows-up on a service offering. But how this customer journey information is used varies from organisation to organisation. For example, it could chart an existing customer journey or be used to develop an ambition for the future

Where customer journey mapping often falls down, however, is that it remains stuck with an individual or team and has limited visibility across the wider organisation. Although ownership of the customer journey map is critical, this lack of stakeholder engagement can also mean important elements of the journey are missing or support processes are missed out.

The map therefore needs to be documented in a way that everyone can easily understand it and needs to be formatted in an intuitive way. But building one and acquiring the right insight can be a rather overwhelming task without the right tools and understanding.

Thankfully, help is at hand. Leading service design agency Hellon, which has been responsible for hundreds of creating customer journey maps across many different sectors, social housing included, are delighted to share their expertise with housing professionals at these exclusive workshops.

13:30 Registration and introduction

13:45 Customer Experience

14:10 Customer Journey Mapping

14:45 Break

14:50 Engaging Stakeholders and the Organisation

15:15 Brining Journey Maps to Life – Impact and Benefits

15:30 Finish