

CUSTOMER EXPERIENCE TRAINING · ACXPA ACCREDITED

Customer Journey Mapping Workshop

A practical workshop that shows your team how to map end-to-end customer journeys, find the moments that matter, and turn insight into measurable improvements.

\$1,297

per person, ex GST

**PUBLIC OR
PRIVATE****FORMAT****2 × 3.5 hours, live online****INCLUDED****Toolkit + 3 coaching sessions****RATING****5.0/5 from verified reviews**

What your team will be able to do

Define the journey that matters

Set scope, personas, boundaries and success criteria so the map drives decisions.

Reveal friction and root causes

Map steps, emotions and handoffs to surface the failure demand customers feel.

Design fixes customers notice

Co-design changes across process, policy, comms and tech, with clear owners.

Capture the real experience

Turn VoC, complaints and contact data into one evidence base across channels.

Prioritise what matters most

Score opportunities by impact and effort to build a backlog leaders will fund.

Prove the value of CX

Link changes to FCR, AHT, churn, NPS and digital containment.

What's covered: two workshops Each with a clear outcome

WORKSHOP 1**Set up and discover**

Frame the problem and build the customer understanding that makes a journey map useful, not decorative.

- ✓ Objectives, scope and boundaries
- ✓ Customers, channels and touchpoints
- ✓ Pain points and the moments that matter

Outcome: A clear, evidence-based brief and a grounded view of the current journey.

WORKSHOP 2**Create the map and drive change**

Turn insight into an actionable map, then use it to align stakeholders and move improvements forward.

- ✓ Build the journey map from your discovery
- ✓ Prioritise by impact and feasibility
- ✓ Use customer stories to build buy-in

Outcome: A practical journey map and a prioritised improvement plan your team can implement.

INCLUDED WITH EVERY TICKET

Support after the workshop, so your map turns into action

Every participant gets the tools and one-on-one help to apply the method to their own project, public or private.

Customer Journey Mapping Toolkit

Step-by-step guidance, editable templates and job aids to lead your own project from start to finish.

Three one-on-one coaching sessions

Three 30-minute sessions to help you apply the method to your real project and unblock live journey work.

Use them when you need them

Book your coaching sessions any time within six months of the workshop, from mapping through to action.

Your facilitators



Humind is a CX design and consultancy collective that helps organisations discover, design and deliver experiences with the human in mind.



Rod Netterfield

15+ years of global CX leadership in financial services, education, government and retail.



Jodie Fielding

20+ years leading large-scale customer change, strategy and service design programs.



Simon Barclay

A systems thinker with 10+ years of strategic projects in government and business.

What participants say Verified 5-star reviews

★★★★★

"We had the best trainers in Rod and Simon and the course was really well structured."

Kylie Manning

Coordinator Customer Service,
Mackay Regional Council

★★★★★

"We feel more than capable now to undertake more Customer Experience Journey Mapping exercises independently."

Melissa Dunn

Head of Change & Optimisation,
APAC, HAYS Specialist Recruitment

★★★★★

"This is the first journey mapping course I have attended, and I was sceptical... It was the opposite, and I am continually referring back to the learning materials."

Rebecca Perkins

Senior Service Designer, TasWater

Who it's for Any sector: public service, private and not-for-profit

- ✓ **CX and service leaders:** prioritise CX investment
- ✓ **Operations managers:** cut repeat contacts
- ✓ **Process owners:** fix customer-facing processes
- ✓ **Business analysts:** map end-to-end journeys
- ✓ **UX and service designers:** blueprints people act on
- ✓ **Public sector teams:** councils and government

ACXPA FOR CX PROFESSIONALS



Want to save \$324.25 on this workshop?

CX Skills is the official training partner of ACXPA. Membership gives CX professionals the diagnostics, calculators, frameworks and peer community to lift customer experience all year, whether or not you book a workshop.



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CX Hub

CX Maturity Audit

42 questions across six pillars, with a maturity score and a roadmap from your weakest pillar.

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Customer Persona Wizard

A guided seven-step persona builder with branded PDF export (Business Membership).

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CX calculators

Lifetime value, churn, retention, NPS, ROI and survey sample size for your business case.

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A monthly panel of senior CX practitioners. Members get every session with full transcripts and an AI assistant.

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How to build the foundations of a CX program, plus a Human Centered Design reference card.

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A fortnightly, off-the-record Open Mic Zoom with ACXPA's founder and CEO.

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Next steps

See upcoming dates and book online by card or invoice, or talk to us about a private workshop for your team.

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Scan for dates