

# The Culture Change Guide to *ONE* Customer Journey Mapping with Stefan Osthause

A whole new  
Approach to  
Customer  
Journey  
Mapping

Introducing a revolutionary new way  
of turning observers in your organization  
into drivers of experience improvement!

# 1. Target Group

The ONE Customer Journey Mapping Seminar with Stefan Osthause is a high-caliber Customer Experience education event with one of the industry's top thought leaders. The event is ideal for

- **Customer Experience practitioners** who want to learn the fundamentals of customer journey mapping as well as the latest ONE (outcomes • norms • engagement) approach of using the method for sustainable culture change.
- **Marketing practitioners** who want to improve the targeting of their campaigns.
- **Product Management practitioners** who want to take a more holistic approach to their role



# 2. Concept

Expert knowledge with implementation guarantee – now you can finally learn the basics of Customer Journey Mapping together with the latest innovation in that space: the ONE model of using the practice of customer journey mapping for sustainable immersion of customer centricity across a wide cross-functional group of stakeholders in your organization!



In short, the ONE approach to customer journey mapping

1. Aggregates all journey maps of an organization into one meta-map
2. Let stakeholders from across the organization define in workshops, which attributes of customer centricity should apply to each phase of the common meta-map
3. Then tasks these stakeholders with applying the agreed attributes to the services and products they are responsible for and derive tangible improvements and innovations.
4. Brings all stakeholders back together for a report-out and consolidation of their improvement and innovation ideas for a joint prioritized CX improvement roadmap.

Developed by Stefan Osthause, president of the Customer Institute, global CX thought leader, and advisor to leading organization around the globe, the ONE approach to customer journey mapping is a whole new take on culture change towards more customer centricity.

The approach speeds-up the implementation of customer journey maps across the organization, involves a wider audience of stakeholders than traditional customer journey mapping, and shortens the implementation time of improvements with easier adoption across all teams.

This training seminar offers an attractive mix of teaching fundamentals, applying them in hands-on group work, as well as running a complete ONE cycle with all participants. As a result, you will be able to apply the concept on your own once you return to the office.

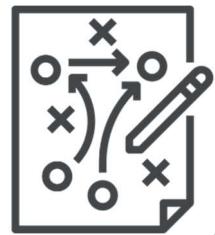
### 3. Duration

The ONE Customer Journey seminar with Stefan Osthause is a two-day event. We offer the seminar as public events open to individual registrations as well as in-house events exclusive to a particular organization or government entity.



## 4. Agenda

During the ONE Customer Journey seminar with Stefan Osthaus, we will cover all traditional aspects of customer journey mapping as well as the highly innovative sustainable immersion approach (ONE) to impact the whole organization's customer centricity culture through customer journey mapping.



Topics include:

### DAY 1

- **Customer Journey Mapping in the context of your CX Strategy**
  - What is Customer Experience and why does CX matter now?
  - The CX Maturity Model
  - The ROI of Customer Experience
  - Culture: Customer Experience is an attitude – not a department!
  - Organization: How to set-up a CX team in different phases of program maturity
  - Voice-of-the-Customer programs: How to listen to your customers effectively and efficiently
- **Customer Journey Mapping – a foundational task in CX**
  - The Customer Journey – purpose, structure, roles & responsibilities
  - Customer Journey Mapping in daily practice
    - How to organize a CJM workshop
    - Typical participants in a CJM workshop
    - Timing, templates, tools
- **Real-life customer journey mapping workshop**
  - Hands-on experience as participant, moderator, observer
  - Seminar participants will rotate roles to get the best possible learning experience
  - With special focus on distractions, disasters, and disturbances ... and how to deal with them
- Customer Journey Mapping tools
  - Introduction to selected industry tools for customer journey mapping
  - Real-life exercise in Cemantica, a leading tool for customer journey mapping

## DAY 2

- **The importance of culture in the strive for great customer centricity**
  - The support landscape in your organization: friends, feuds, and fiefdoms
  - Characteristics of a customer centric culture
- Driving culture change through customer journey mapping: the ONE model
  - Objectives of the Sustainable Immersion Approach to customer journey mapping
  - Aggregation of an organization's journey maps into a meta-map
  - Roles and attributes in a ONE meta-map
  - ONE exercises: Culture Camps and Innovation Camps
  - Stakeholders for ONE exercises
  - Templates for ONE exercises
  - Logistics for ONE exercises
- **Real-life ONE Exercises**
  - How to run a Culture Camp
    - Planning
    - Defining roles and attributes for each phase of the meta-journey
      - Group work with all participants simulating a real ONE Culture Camp
  - How to run an Innovation Camp
    - Planning
    - Templates and pre-work
    - Collecting, discussing, and brainstorming experience improvement ideas
      - Group work with all participants simulating a real ONE Innovation Camp
  - Results aggregation and polishing
- The right communication of ONE outcomes in the organization
  - Culture needs a big stage – tools and methods for effective internal communication
- Other CX/EX topics per participants' request

- **Throughout the 2 days:**  
Numerous case studies and group activities

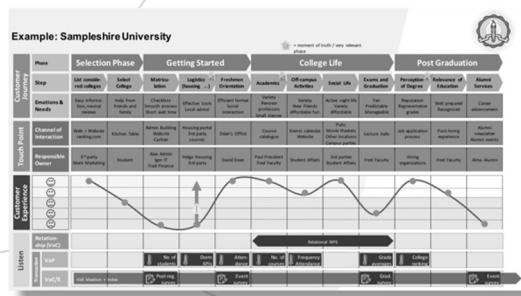
**Material:** CX Masterclass digital workbook – included in the participation fee

# 5. Seminar Elements

Beyond the agenda the ONE-Customer Journey Mapping seminar with Stefan Osthaus offers a wealth of opportunities to scale-up the knowledge of team members, acquaint leaders with the principles of customer centricity, network with peers from different industries, work on real-life cases, and discuss your organization's individual challenges.

## FUNDAMENTALS AND METHODS

Discuss with colleagues and industry contacts on an equal footing after you have learned all the important basics and methods of customer journey mapping and customer centric culture in this seminar. Whether you're starting out as a new employee or refreshing and completing as a more experienced member or executive of the CX team, the ONE Customer Journey Mapping seminar teaches the methods and approaches that have proven to be best practices across industries.



## FACTS AND FIGURES

From gathering customer-relevant feedback to deriving insights and creating pragmatic action plans, the customer journey map is the blueprint for excellent Customer Experience. You will learn how to turn your CX program quickly and efficiently into a continuous improvement program with support from across your organization. You will graduate from this seminar as a fully capable moderator of ONE Customer Journey Mapping workshops.



## CASE STUDIES AND INDUSTRY BEST PRACTICES

Exposing you to real-life challenges, typical pitfalls, and ways to avoid them, as well as winning models from CX leading organizations from around the globe, our ONE Customer Journey Mapping seminar is hands-on and focused on pragmatic execution. You will be solving the most common challenges and come home with proven approaches to make a CX program sustainable and successful.



## NETWORKING AND SOLVING YOUR OWN CHALLENGES

In our ONE Customer Journey Mapping seminar, you will meet like-minded CX experts from various industries and companies. Take advantage of the opportunity to expand your network and get to know contacts for future exchanges of ideas. The seminar will provide enough time to discuss your individual challenges with your CX program and develop effective solutions.



## WATCH HOW WE APPLIED ONE FOR A CLIENT

Watch this 90-second video to see how we implemented the ONE Customer Journey approach for a major client in the Gulf Region.



## 6. Your Facilitator

Stefan Osthaus is one of the industry's top thought leaders and consultants. He has been a leader in Fortune 500 companies for more than 15 years and has held global responsibility for the customer experience of 120 million customers as well as the employee experience of tens of thousands of employees.

Stefan now helps leading organizations around the globe to combine their Customer and Employee Experience practices and treat them as two sides of the same coin. Stefan is also president of the Customer Institute, a global keynote speaker, and an insightful author.



## 7. About the Customer Institute

We are the go-to destination for everyone looking to excel through customer centricity. We develop, promote, and certify best practices.

We help let the Global CX Community thrive in their professional development, personal growth, and brand impact.

Our Board of Directors is made up of leading global CX thought leaders.

### OUR BOARD OF DIRECTORS

