



Future State Customer Journey Mapping Workshops

Following the formulation of the Customer Experience Curves, the business needs to define the detail of the 'future state' customer journey needed to achieve the standards of the ideal customer experience curve. We work with organisations on:

- Establishing detailed written narrative to describe the typical 'as-is' customer experience across all touchpoints (stages and phases of the customer journey), in all channels for all key customer segments
- Establishing detailed written narrative to describe the ideal customer experience across all touchpoints (stages and phases of the customer journey), in all channels for all key customer segments
- Establish the emotional and functional goal for the future state of each stage and phase of the customer journey
- Provide the platform for the customer and employee initiative exercises

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