CXU UNIVERSITY
Developing Experience Makers

In Partnership with...
ICX
INSTITUTE OF CUSTOMER EXPERIENCE

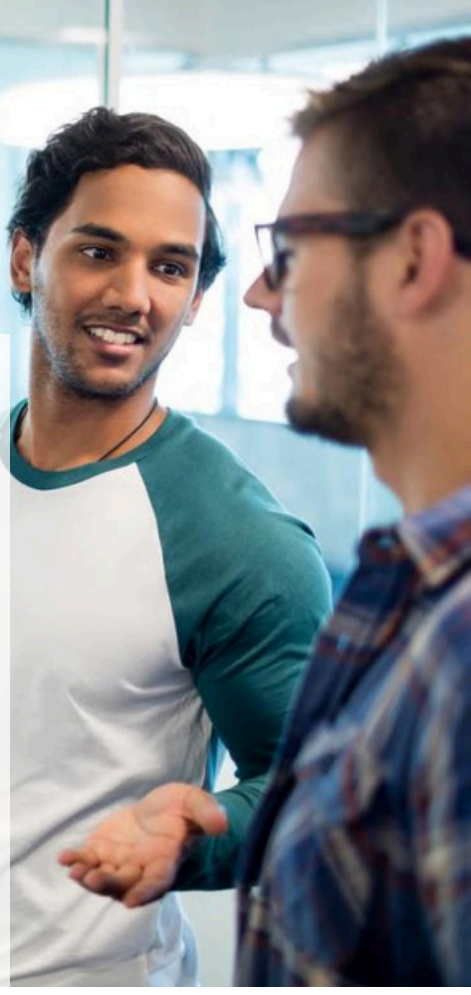
partnered with
JourneyTrack



CXU builds talent ecosystems to drive innovation and economic growth through a culture of customer and employee obsession.

Applied Customer Journey Mapping

Bridge the Knowing and Doing Gap



- Customer Journey Maps provide companies with deep insights into all the touchpoints that matter.
- It fosters collaboration across functional lines and brings teams together to create experiences that matter.
- It prepares you to anticipate customer expectations and guides the delivery of positive experiences.
- It gives you immediate action options to win and keep your customers.

Earn the Customer Journey Mapping Specialist (CJMS)™ Certificate

www.cxuniversity.com

CXPA™ Recognized Training Provider
A Proud RTP Since 2015

CXU UNIVERSITY
Developing Experience Makers

partnered with JourneyTrack

Your Learning Journey



Build and deliver your own map!

- Guidance and coaching from CXU faculty
- Access to JourneyTrack mapping software
- Expert videos
- Seminal articles
- Practical playbooks
- Six Online courses
- Post-review virtual meet-up classes

CX UNIVERSITY
Developing Experience Makers

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JourneyTrack

Online Courses

followed by post-course reviews with instructor

CX 721: Introduction and Building Blocks

- What is JM and its anatomy.
- Front stage, backstage, inch-wide and mile deep
- Find and fix
- Journey Mapping Platform

CX 722: Outside-In

- Inputs to journey maps
- VOC and maturity model
- Voice of Institution
- Voice of Employees

CX 723: Segments, Personas, and Cohorts

- Data-driven storytelling
- Segments versus Personas
- Cohorts of customers

CX 724: The Future State

- Predict future best-case scenarios
- Design thinking and journey maps
- Anchoring the experience along the way

CX 725: Insights to Action

- Outputs of journey mapping
- Prioritization framework
- Roadmaps and planning
- Journey Atlas

CX 726: Embedding CJM into your Company

- Finding champions
- Telling the story
- ROI, Change Management and Governance



End of Learning Journey Presentations

- Share your map with colleagues, receive feedback, fine-tune and present to the company.
- Receive Journey Mapping Specialist (CJMS)™ Certificate



Achieve recognition as a

Customer Journey Mapping Specialist (CJMS)™

Purchase the Applied Customer Journey Mapping Program

partnered with JourneyTrack

CXU Scores +93 on the NPS never standing still

certified Customer & Patient Experience Specialists around the world

TechTarget
10 top customer experience certification program

CX LEADERS AWARDS 2024
INDUSTRY INFLUENCER OF THE YEAR
FINALIST

CX Lead
12 Best Customer Experience Certification Programs for 2025



Have a question?
Ready to get started?

Want to reach a human?
Contact Us

info@cxuniversity.com

@cxuniversity