



Digital Government & CX

## Course 1

# Customer Journey Mapping for the Public Sector

TRAINING

## Reengineering the Customer Journey: Building your CJM Practice



Facilitated by  
**CATHERINE GAUTHIER M.SC. CCXP**  
Founder  
CX4 Lab & Certified Customer Experience  
Professional

Online

Modules 1: Thursday, November 2, 2023

Modules 2: Thursday, November 9, 2023



PUBLIC  
SECTOR  
NETWORK



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Corporation

“Seamless customer experience is the key to create positive experience between citizen and their government entities. But the acceleration of digital tools and multiple point of interactions had added many layers of complexity to the service deliver. Despite the emerging challenges, the public sector continues to transform services delivery to support citizens throughout all stages of life. Today, with almost all aspects of life being digitally enabled, the number of government services delivered online continues to grow – along with the expectations of consumers.

Despite the progress to date, service providers must continue to work proactively to bridge the divide between citizen expectations and their multichannel experiences. Innovative methodology and technology can be used to reimagine customer journeys to reinvent service design, identify pain points, amend infrastructure deficits and ensure that public confidence in government is supported by positive experiences with them.

Through an innovative mix of lecture-style presentations, interactive group exercises and expert feedback, the Reengineering the Customer Journey online training session series will allow participants to improve CX by learning how to map, analyze and engage with each stage of their citizen’s journey to transform service delivery and align with organizational purpose. Under the guidance of our expert facilitator, this training session series will equip attendees with human-centered approaches that help to tackle growing expectations, fluctuating demand and changing operational environments. Participants will leave with both theoretical and practical knowledge, as well as implantable strategies they can embed in future projects and share with their multidisciplinary teams.”

**REGISTER NOW**

## Key Learning Objectives

- **What is citizens / customers journey mapping and how they tell the citizen’s experience.**
- **How to improve the citizen experience and improve the organization efficiency.**
- **What are the methodologies to map customer journey.**
- **Whom to involve in your customer journey mapping projects.**
- **How to create a business case that will get you your agency’s buy-in.**

## Who Should Attend

Public Sector employees responsible for:

- **Customer/Citizen experience**
- **Service delivery**
- **Online services**
- **Digital transformation**
- **Call centers**
- **Project management**

## Meet Your Facilitator



**CATHERINE GAUTHIER M.SC. CCXP**  
Founder  
**CX4 Lab & Certified Customer Experience Professional**

**Catherine Gauthier** is a certified customer experience professional (CCXP) with over 16 years of experience in analyzing and planning, at both strategic and operational levels, the delivery of services for customers (in various industries, including B2B, B2C and for government departments and agencies).

She is passionate about customer experience, inspired by Design Thinking & Service Design methods and on the lookout for new market trends.

Catherine has been involved in more than 50 projects for the development of customer experience departments, the mapping of customer journey, the creation of personas, the deployment of organizational transformation strategies, the development of human capital as well as the implementation of technologies related to customer experience (CRM, CJO, CDP, VOC, call center software, E-commerce).

A real team player, she can mobilize employees towards the achievement of results and business objectives. As a good communicator, she shares her thought leadership about CX at conferences and has created various learning programs about CX. Since 2017, she has lectured at HEC Montreal for undergraduate and the executive continuous studies programs. She is the co-founder of the CXPA Quebec community and is now a member of the board of director for CXPA Canada.

## Preparation

**This training session is highly interactive with group activities about and discussions throughout. Come prepared with some current challenges you are facing in your organization.**

To participate you'll need:

- Computer with a camera and microphone
- Strong internet connection
- Quiet, well-lit space
- An open mind and readiness to engage both internally and in groups



# Explore the Agenda

Day 1 | Thursday, November 2, 2023

**12:00pm ET** Welcome from Public Sector

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**12:15pm ET** Training Overview, Objectives, and Icebreaker

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**12:45pm ET** **Module 1: Fundamentals of Customer Journey Mapping**

- From Customer Experience (citizen experience) to Customer Journey Mapping: what are the fundamentals of CX that drives Customer Journey mapping activities
  - What are customer journey maps, why they are important to tell the story of a citizen's (customer) experiences and satisfaction with government services.
  - Methodologies to create CJM (including introduction to Design thinking & Service Design)
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**2:00pm ET** Break

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**2:15pm ET** **Module 1: Fundamentals of Customer Journey Mapping (continued)**

- How the customer journey maps can be used to drive seamless CX to citizens and improve organization's efficiency.
  - Customer Journey Mapping is a team effort: getting the right stakeholder together to ensure a successful project
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**2:45pm ET** **Breakout Activity**

How CJM could benefit your agency's current services and identifying the pitfalls to avoid when implementing CJM.

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**3:30pm ET** **Self-Reflection, Key Takeaways, and Homework**

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**4:00pm ET** End of Day 1

Day 2 | Thursday, November 9, 2023

**12:00pm ET** Welcome Back, Recap & Questions

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**12:30pm ET** **Module 2: Mapping the Customer Journey**

- Creating a purpose to your CJM, by establishing a value-driven approach to journey mapping that helps to guide decision-making and inform service design and delivery
  - The scope, depth and types of CJM
  - Navigating through the swimlanes of customer journey maps : what to include in your CJM and which tools to use to map.
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**2:00pm ET** Break

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**2:15pm ET** **Module 2: Mapping the Customer Journey (continued)**

- Research Wall: gathering the VoC, the VoE and all the data about the experience
  - Starting small to win your organization's buy-in : prioritizing experiences to maps and building your business case.
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**3:00pm** **Breakout Activity - Co-Development**

Uncovering together potential challenges in implementing Customer Journey Mapping within our agencies.

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**3:30pm ET** **Self-Reflection, Key Takeaways, Conclusion and Homework**

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**4:00pm ET** End of Training