

**MSS SUCCESS SPACES**

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CUSTOMER EXPERIENCE MANAGEMENT AND CUSTOMER JOURNEY MAPPING TRAINING IN THE PHILIPPINES

Designing Seamless Customer Journeys, Improving Critical Touchpoints, and Building Customer-Centered Organizations

A Practical and Customizable Corporate Training Program by Making Strong Success Corporation

PROGRAM OVERVIEW

Customers do not experience an organization through only one interaction, employee, department, or communication channel. They experience the combined effect of every touchpoint across the entire relationship.

A customer may discover a company through social media, inquire through chat, complete an application online, speak with an employee, submit requirements, make a payment, receive a product or service, request assistance, file a complaint, and renew or discontinue the relationship.

Even when individual departments perform their respective responsibilities, the overall customer experience may still become fragmented when:

- Customers receive inconsistent information across channels
- Processes are designed around internal convenience instead of customer needs
- Customers repeatedly provide the same information
- Handoffs between departments are unclear
- Digital and human interactions do not connect smoothly
- Employees do not understand the complete customer journey
- Policies create unnecessary customer effort
- Pain points are addressed individually but not systematically
- Customer feedback is collected but not translated into improvement
- No person or team owns the end-to-end experience
- Service standards focus on isolated transactions rather than the total relationship

This **Customer Experience Management and Customer Journey Mapping Training in the Philippines** helps participants understand, evaluate, design, and improve the customer's end-to-end experience.

The program combines two complementary capabilities:

Customer Experience Management

Customer Experience Management involves intentionally designing, delivering, measuring, and continuously improving the interactions customers have with an organization across different stages, departments, channels, and touchpoints.



Customer Journey Mapping

Customer Journey Mapping is a structured process for visually examining what customers do, think, feel, need, and experience throughout a specific journey. It identifies touchpoints, moments of truth, pain points, emotional highs and lows, customer effort, internal responsibilities, and opportunities for improvement.

The program is ideal for organizations searching for:

- **Customer Experience Management Training in the Philippines**
- **Managing Customer Experience Training in the Philippines**
- **Customer Experience Training in the Philippines**
- **Customer Journey Mapping Training in the Philippines**
- **Customer Journey Training in the Philippines**
- **Customer Experience Mapping Training in the Philippines**

Using the MSS EnterTRAINment approach, the program combines concise discussions, customer-perspective exercises, persona development, touchpoint analysis, journey-mapping workshops, experience-design activities, cross-functional problem-solving, measurement planning, and practical action planning.

PROGRAM GOAL

To equip participants with practical frameworks and tools for understanding the end-to-end customer experience, mapping customer journeys, identifying experience gaps, improving critical touchpoints, aligning cross-functional teams, and developing actionable customer-experience improvement plans.

TRAINING OBJECTIVES

By the end of the program, participants will be able to:

1. Explain the difference among customer service, customer satisfaction, customer experience, and customer experience management
2. Understand how customers form impressions across multiple interactions and channels
3. Identify the key components of an effective customer-experience strategy
4. Define the customer, journey, scenario, and desired outcome to be mapped
5. Develop practical customer personas using relevant information rather than assumptions
6. Identify the stages of an end-to-end customer journey
7. Map customer actions, questions, needs, expectations, emotions, and effort
8. Identify physical, digital, human, and indirect customer touchpoints
9. Recognize moments of truth and moments that matter
10. Detect pain points, friction, service gaps, repeated effort, and broken handoffs
11. Distinguish visible customer-facing experiences from supporting internal processes
12. Analyze the roles of people, processes, policies, technology, information, and channels
13. Identify possible root causes behind recurring experience problems
14. Develop both current-state and future-state customer journey maps

15. Prioritize customer-experience improvements based on impact, urgency, feasibility, and strategic value
16. Align different departments around shared customer outcomes
17. Define ownership and accountability for critical touchpoints
18. Select appropriate customer-experience measurements and feedback sources
19. Apply the C.X. M.A.P. Customer Experience Improvement Framework
20. Develop a practical Customer Experience Improvement Action Plan

FROM POINT A TO POINT B

Point A: Current Challenges	Point B: Desired Performance
Departments focus mainly on their individual tasks	Teams understand their contribution to the complete customer journey
Customer interactions are managed separately	Touchpoints are designed as part of one connected experience
Decisions are based largely on internal assumptions	Decisions are informed by customer needs, feedback, behavior, and journey evidence
Customers repeat information across departments	Information and handoffs are coordinated more effectively
Pain points are addressed only when complaints arise	Experience gaps are proactively identified and improved
Service standards focus on isolated transactions	Standards support consistent end-to-end customer outcomes
Different channels provide inconsistent experiences	Digital, telephone, written, and face-to-face channels are better aligned
Customer feedback is collected without clear action	Feedback is analyzed, prioritized, assigned, and translated into improvement
No one owns the total experience	Clear ownership is established for journeys and critical touchpoints
Improvements are based on isolated ideas	Improvements are prioritized through evidence, customer impact, and business value

ORGANIZATIONAL BENEFITS

A well-designed **Customer Experience Management Training in the Philippines** can help organizations:

- Strengthen customer-centric thinking across departments
- Improve understanding of customer needs and expectations
- Identify friction across the end-to-end customer journey
- Reduce unnecessary customer effort
- Improve coordination and handoffs between departments



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- Strengthen consistency across communication channels
- Improve customer satisfaction, trust, and loyalty
- Reduce repeated contacts, avoidable complaints, and process confusion
- Align customer-facing and support teams
- Identify quick wins and long-term experience improvements
- Improve customer feedback and measurement practices
- Clarify accountability for customer outcomes
- Connect customer-experience initiatives with operational and business priorities
- Build a more intentional and sustainable customer-experience culture

ONE-DAY TRAINING PROGRAM OUTLINE

Recommended Schedule: 8:00 AM–5:00 PM

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
8:00–10:00 AM	<p>MODULE 1: UNDERSTANDING AND MANAGING THE CUSTOMER EXPERIENCE</p> <ul style="list-style-type: none"> • Opening, expectations, and learning agreements • What is customer experience? • Customer service versus customer satisfaction versus customer experience • Customer experience as the total perception created across interactions • Understanding the end-to-end customer relationship • Why good individual service may still produce a poor overall experience • Customer expectations and how they are formed • Explicit, implicit, functional, emotional, and relational expectations • The influence of previous experiences, brand promises, competitors, communication, and word of mouth • Understanding customer needs, goals, questions, concerns, and desired outcomes • Functional experience versus emotional experience 	<p>Customer Experience Reality Check</p> <p>Participants assess how their organization currently understands and manages customer experience.</p> <p>Customer Service or Customer Experience?</p> <p>Teams classify different organizational situations and identify whether they involve transactional service or the broader customer journey.</p> <p>Expectation–Experience Gap Challenge</p> <p>Participants examine how customer expectations may differ from actual delivery.</p> <p>Output: Customer Experience Ecosystem Analysis</p>



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Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	<ul style="list-style-type: none"> • The relationship among customer effort, confidence, convenience, and loyalty • What is Customer Experience Management? • Experience design, delivery, measurement, governance, and improvement • The customer-experience ecosystem • People, process, policy, technology, information, channels, environment, and leadership • Customer-centricity versus customer accommodation • Balancing customer needs with organizational standards, risk, compliance, and sustainability • Understanding touchpoints and channels • Human, digital, physical, written, telephone, partner, and indirect touchpoints • Moments of truth and moments that matter • Recognizing experience gaps • Brand promise versus actual delivery • Expected experience versus received experience • Departmental performance versus end-to-end experience • Introducing the Voice of the Customer • Complaints, surveys, interviews, reviews, observations, analytics, frontline insights, and behavioral data • Avoiding assumption-based customer-experience decisions 	
10:00–10:15 AM	Morning Break	
10:15 AM–12:00 PM	<p>MODULE 2: MAPPING THE CURRENT CUSTOMER JOURNEY</p> <ul style="list-style-type: none"> • What is Customer Journey Mapping? • Why organizations map customer journeys • Customer journey map versus process map, service blueprint, workflow, and customer lifecycle 	<p>Choose the Journey</p> <p>Teams define a specific customer, scenario, journey starting point, endpoint, and desired outcome.</p> <p>Practical Persona Builder</p>



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Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	<ul style="list-style-type: none"> • Choosing the correct journey to map • Defining the journey’s scope, starting point, endpoint, customer, and scenario • Avoiding journey maps that are too broad or too narrow • Identifying the customer persona • Persona goals, context, behavior, needs, concerns, capabilities, limitations, and expectations • Evidence-based personas versus stereotypes and unsupported assumptions • Defining journey stages • Awareness, consideration, inquiry, application, purchase, onboarding, usage, support, renewal, retention, and exit • Adapting journey stages to the organization and customer scenario • Mapping what the customer does • Mapping what the customer thinks and asks • Mapping what the customer feels • Mapping what the customer needs and expects • Identifying customer touchpoints and channels • Mapping customer effort, waiting, uncertainty, repetition, and complexity • Identifying emotional highs and lows • Identifying pain points, friction, breakdowns, and unmet needs • Recognizing moments of truth • Identifying critical handoffs between people and departments • Understanding frontstage and backstage activities • What customers see versus what happens internally • Identifying journey ownership and supporting roles • Capturing available customer feedback and evidence 	<p>Participants create an evidence-informed customer persona relevant to the selected journey.</p> <p>Current-State Journey Mapping Workshop: Part 1</p> <p>Teams map journey stages, customer goals, actions, questions, touchpoints, and channels.</p> <p>Current-State Journey Mapping Workshop: Part 2</p> <p>Teams identify emotions, effort, pain points, moments that matter, handoffs, and internal owners.</p> <p>Output: Current-State Customer Journey Map</p>



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Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	<ul style="list-style-type: none"> Building the current-state customer journey map 	
12:00–1:00 PM	Lunch Break	
1:00–3:00 PM	<p>MODULE 3: REDESIGNING THE JOURNEY AND IMPROVING CUSTOMER EXPERIENCE</p> <ul style="list-style-type: none"> Moving from journey visualization to experience improvement Validating assumptions before redesigning the experience Separating symptoms from root causes Common causes of poor customer experience <ul style="list-style-type: none"> People and capability gaps Unclear processes and responsibilities Restrictive or outdated policies Disconnected technologies and information Inconsistent channel standards Poor communication and expectation-setting Broken departmental handoffs Limited authority or slow decision-making Conducting basic root-cause analysis Examining people, process, policy, technology, information, measurement, and governance Identifying improvement opportunities across the journey Removing unnecessary customer effort Simplifying communication and processes Improving accessibility and convenience Reducing repetition and avoidable waiting Strengthening handoffs and ownership Personalizing appropriately Improving proactive communication Designing consistent channel experiences Strengthening service recovery within the journey Improving emotional as well as functional 	<p>Pain Point to Root Cause</p> <p>Teams analyze selected journey pain points and identify possible people, process, policy, technology, or coordination causes.</p> <p>Remove the Friction Challenge</p> <p>Participants redesign difficult, confusing, repetitive, or high-effort customer interactions.</p> <p>Future-State Journey Mapping Workshop</p> <p>Teams create an improved journey showing desired touchpoints, communication, emotions, ownership, and experience outcomes.</p> <p>Impact–Feasibility Prioritization</p> <p>Participants classify improvements as quick wins, priority projects, strategic initiatives, or lower-priority ideas.</p> <p>Outputs:</p> <ol style="list-style-type: none"> Future-State Customer Journey Map Customer Experience Improvement Priority Matrix



Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	<p>outcomes</p> <ul style="list-style-type: none"> • Designing the future-state journey • Defining the desired customer experience by stage • Identifying customer-focused service principles • Developing improvement concepts • Quick wins versus strategic and systemic improvements • Incremental improvement versus experience transformation • Prioritizing opportunities based on customer impact, business value, urgency, feasibility, risk, and required resources • Avoiding overdesign and unrealistic customer promises • Designing for operational practicality and sustainability 	
3:00–3:15 PM	Afternoon Break	
3:15–5:00 PM	<p>MODULE 4: GOVERNING, MEASURING, AND SUSTAINING CUSTOMER EXPERIENCE</p> <ul style="list-style-type: none"> • Customer experience as a cross-functional responsibility • Clarifying journey ownership and touchpoint accountability • Roles of leadership, customer-facing employees, support teams, operations, marketing, technology, HR, quality, and compliance • Breaking down departmental silos • Aligning internal processes with customer outcomes • Establishing customer-experience standards and principles • Managing customer experience across channels • Ensuring consistency without removing appropriate flexibility • Voice of the Customer systems 	<p>Measure What Matters</p> <p>Teams select appropriate customer, operational, and business measures for their mapped journey.</p> <p>Who Owns the Experience?</p> <p>Participants assign journey ownership, touchpoint accountability, and supporting responsibilities.</p> <p>Customer Experience Governance Challenge</p> <p>Teams recommend a practical rhythm for reviewing feedback, metrics, improvements, and unresolved experience gaps.</p> <p>Final Journey Presentation</p> <p>Teams present the current-state problem,</p>



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Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	<ul style="list-style-type: none"> • Collecting quantitative and qualitative feedback • Transactional feedback versus relationship feedback • Direct, indirect, inferred, and employee-sourced customer insights • Closing the feedback loop • Informing customers and employees about improvements • Understanding customer-experience metrics • Customer Satisfaction or CSAT • Customer Effort Score or CES • Net Promoter Score or NPS • First Contact Resolution or FCR • Complaint volume and resolution time • Repeat contacts and repeat complaints • Retention, renewal, churn, and loyalty indicators • Journey completion, abandonment, conversion, and waiting time • Using operational measures together with customer perceptions • Avoiding excessive dependence on one metric • Turning customer insights into assigned actions • Creating a customer-experience improvement roadmap • Defining objectives, actions, owners, timelines, resources, and success measures • Monitoring implementation and reviewing journey performance • Introducing the C.X. M.A.P. Customer Experience Improvement Framework • Building personal and team commitments • Final integration and workplace application 	<p>future-state journey, priority improvements, ownership, and proposed measures.</p> <p>Final Output: Customer Experience Improvement Action Plan</p>

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THE C.X. M.A.P. CUSTOMER EXPERIENCE IMPROVEMENT FRAMEWORK

C — Clarify the Customer, Context, and Desired Outcome

Before creating the journey map, define:

- Who the customer is
- What the customer wants to accomplish
- The specific scenario being examined
- The starting and ending points of the journey
- The customer's context, needs, concerns, and expectations
- The organizational outcome connected to the journey

X — eXamine the End-to-End Experience

Review the complete experience across:

- Journey stages
- Departments
- Channels
- Touchpoints
- Customer actions
- Questions and decisions
- Internal handoffs
- Frontstage and backstage activities

M — Map Moments, Emotions, Effort, and Pain Points

Identify:

- Moments of truth
- Moments that matter
- Emotional highs and lows
- Customer effort
- Waiting and uncertainty
- Repetition and inconvenience
- Communication gaps
- Broken handoffs
- Unmet expectations
- Root causes behind experience failures

A — Align People, Processes, Policies, Technology, and Ownership

Determine:

- Which teams influence each stage



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- Who owns the journey
- Who owns critical touchpoints
- Which processes require improvement
- Which policies create friction
- What technology or information is needed
- How departments must coordinate
- What service standards should apply

P — Prioritize Improvements, Performance Measures, and Follow-Through

Develop:

- Quick wins
- Priority improvement projects
- Long-term strategic initiatives
- Assigned owners and responsibilities
- Timelines and resources
- Customer and operational measures
- Review mechanisms
- Continuous improvement actions

CUSTOMER SERVICE VERSUS CUSTOMER EXPERIENCE MANAGEMENT

Customer Service	Customer Experience Management
Commonly focuses on direct customer interactions	Examines the entire relationship across stages and touchpoints
Often activated when a customer needs assistance	Begins before the customer directly contacts the organization
May be handled by a specific department or team	Requires coordination among multiple departments
Addresses inquiries, requests, problems, and complaints	Designs and improves the total end-to-end experience
Measures interaction-level performance	Uses journey-level, relationship, operational, and business measures
Focuses on how employees serve customers	Includes people, processes, policies, technology, communication, and environment

Customer service is an important part of customer experience, but it is not the complete experience.

CUSTOMER JOURNEY MAP VERSUS PROCESS MAP

Customer Journey Map	Process Map
Begins from the customer's perspective	Usually begins from the organization's internal perspective
Shows customer goals, actions, questions, emotions, and effort	Shows tasks, decisions, steps, roles, and workflows
Includes touchpoints and moments that matter	Includes internal processes and process dependencies
Identifies experience pain points	Identifies operational bottlenecks and process gaps
Helps improve customer perceptions and outcomes	Helps improve efficiency, quality, and process control
Connects the customer experience with internal delivery	Explains how work is completed internally

Both tools may be used together. A customer journey map shows what the customer experiences, while a process map helps explain how the organization produces that experience.

COMPONENTS OF A CUSTOMER JOURNEY MAP

An effective customer journey map may contain:

1. Customer persona
2. Customer scenario
3. Journey goal or desired outcome
4. Journey stages
5. Customer actions
6. Customer questions and thoughts
7. Customer needs and expectations
8. Touchpoints and channels
9. Emotional highs and lows
10. Customer effort
11. Pain points and friction
12. Moments of truth
13. Customer feedback or supporting evidence
14. Frontstage interactions
15. Backstage processes
16. Internal departments and owners
17. Improvement opportunities
18. Customer-experience measures

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The format may be simplified or expanded depending on the complexity of the journey and the intended business use.

COMMON CUSTOMER JOURNEY MAPPING MISTAKES COVERED

Participants will learn to avoid:

1. Mapping the organization's process instead of the customer's experience
2. Selecting a journey that is too broad to analyze meaningfully
3. Creating personas based on stereotypes or unsupported assumptions
4. Focusing only on customer actions and ignoring emotions or effort
5. Mapping only digital or frontline touchpoints
6. Ignoring backstage processes and internal handoffs
7. Assuming all customers experience the journey in the same way
8. Designing maps without customer evidence or frontline insight
9. Treating the journey map as a decorative presentation
10. Identifying pain points without examining their root causes
11. Generating improvement ideas without assigning ownership
12. Focusing only on quick wins and ignoring systemic problems
13. Measuring customer experience through only one survey score
14. Failing to update the map as customer behavior or processes change
15. Creating a future-state experience that is operationally unrealistic

SAMPLE CUSTOMER JOURNEYS

The program may be customized around journeys such as:

- Customer inquiry and initial response
- Lead-to-customer journey
- Application or enrollment
- Purchase and payment
- Customer onboarding
- Product or service activation
- Appointment booking
- Order fulfillment and delivery
- Claims or benefits processing
- Technical support
- Billing and collections
- Complaint handling and service recovery
- Account management
- Renewal and retention
- Cancellation or customer exit
- Digital self-service

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- Branch, store, or office visit
- Internal customer service request

TRAINING METHODOLOGY

This **Customer Journey Mapping Training in the Philippines** uses an application-centered workshop design.

Learning methodologies may include:

- Facilitated discussions
- Customer-perspective exercises
- Persona development
- Voice-of-the-customer analysis
- Touchpoint identification
- Current-state journey mapping
- Emotional-journey analysis
- Customer-effort assessment
- Pain-point and root-cause analysis
- Future-state experience design
- Cross-functional group work
- Experience-improvement prioritization
- Team presentations
- Facilitator and peer feedback
- Workplace action planning

Participants are expected to work on practical customer journeys rather than simply learning the concepts theoretically.

TARGET PARTICIPANTS

The program is suitable for:

- Customer-experience professionals
- Customer service managers and supervisors
- Customer-facing employees
- Operations leaders and process owners
- Marketing and brand teams
- Sales and account-management teams
- Branch and store managers
- Contact-center leaders
- Digital transformation teams
- Product and service development teams
- Quality assurance personnel

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- Business analysts
- Project and change-management teams
- Human resource and learning professionals
- Information technology teams
- Compliance and risk representatives
- Senior leaders and department heads
- Cross-functional customer-experience improvement teams

EXPECTED PARTICIPANT OUTPUTS

1. Customer Experience Ecosystem Analysis

Participants identify the people, processes, policies, technologies, information sources, channels, and organizational factors influencing the customer experience.

2. Practical Customer Persona

A focused persona describing the customer's:

- Context
- Goals
- Behaviors
- Needs
- Expectations
- Concerns
- Capabilities
- Experience-related challenges

3. Current-State Customer Journey Map

A visual representation of the existing customer journey showing:

- Stages
- Actions
- Questions
- Touchpoints
- Emotions
- Effort
- Pain points
- Handoffs
- Moments that matter
- Internal ownership

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4. Future-State Customer Journey Map

A redesigned customer journey showing the intended experience, improved touchpoints, reduced customer effort, stronger coordination, and clearer ownership.

5. Customer Experience Improvement Priority Matrix

A tool for prioritizing improvement opportunities according to:

- Customer impact
- Business value
- Urgency
- Feasibility
- Risk
- Required effort and resources

6. Customer Experience Improvement Action Plan

The action plan identifies:

- Priority experience gaps
- Recommended actions
- Assigned owners
- Required support
- Target timelines
- Customer and operational measures
- Review and follow-through mechanisms

DELIVERY OPTIONS

The program may be delivered as:

- Onsite or face-to-face in-house training
- Live instructor-led virtual training
- Hybrid training
- One-day intensive workshop
- Two-day expanded Customer Experience Management and Journey Mapping workshop
- Multi-batch organizational rollout
- Cross-functional customer-experience workshop
- Customized customer-experience development series
- Customer journey mapping facilitation and consultancy engagement

The final program may be customized according to the organization's:

- Industry
- Customer segments
- Products and services
- Customer channels

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- Existing customer feedback
- Priority journeys
- Customer-experience standards
- Digital platforms
- Internal processes
- Organizational structure
- Strategic priorities

RECOMMENDED CUSTOMIZATION INPUTS

To make the workshop more relevant, the client may provide:

- Existing customer personas or profiles
- Customer satisfaction or experience findings
- Complaint themes
- Customer feedback and reviews
- Existing process maps
- Service standards
- Current customer touchpoints
- Priority customer journeys
- Performance indicators
- Known service or process challenges
- Customer-facing forms, messages, and digital interfaces
- Organizational values and brand promise

Confidential customer information may be anonymized before it is used during the training.

FREQUENTLY ASKED QUESTIONS

What is Customer Experience Management Training?

Customer Experience Management Training in the Philippines develops the ability to understand, design, deliver, measure, and improve the customer's experience across the entire relationship with an organization. It goes beyond frontline service by examining how people, processes, policies, technology, communication, channels, leadership, and internal coordination affect customer perceptions and outcomes.

What is Managing Customer Experience Training?

Managing Customer Experience Training in the Philippines helps employees and leaders intentionally coordinate customer touchpoints, feedback, service standards, responsibilities, measurements, and improvement initiatives.

The focus is not only on creating positive interactions but on managing the systems that consistently produce the desired customer experience.

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What is Customer Journey Mapping Training?

Customer Journey Mapping Training in the Philippines teaches participants how to visualize and analyze what customers do, think, feel, need, and experience across different journey stages and touchpoints.

Participants identify pain points, emotional highs and lows, customer effort, moments of truth, handoffs, internal owners, and experience-improvement opportunities.

Is Customer Journey Training different from Customer Experience Training?

Customer journey training focuses specifically on understanding and improving a defined journey or scenario.

Broader **Customer Experience Training in the Philippines** may also cover customer-centricity, experience strategy, culture, governance, measurement, service standards, and continuous improvement.

The two are highly complementary and are combined in this program.

What is Customer Experience Mapping?

Customer Experience Mapping is a process of visually representing the customer's interactions, perceptions, emotions, effort, and outcomes throughout a particular journey.

Organizations searching for **Customer Experience Mapping Training in the Philippines** generally need practical methods for identifying experience gaps and designing improved customer interactions.

What is the difference between a customer journey map and a customer lifecycle?

The customer lifecycle identifies broad relationship phases such as acquisition, onboarding, usage, retention, and exit.

A customer journey map examines a specific customer goal or scenario in greater detail, including actions, thoughts, emotions, touchpoints, pain points, and internal responsibilities.

Can the training use our actual customer journey?

Yes.

The workshop may be customized around a priority organizational journey. Customer information, processes, feedback, and operational details may be anonymized when necessary.

Do participants need previous customer-experience experience?

No.

The program introduces the essential concepts and guides participants through a structured mapping and improvement process. It is suitable for both beginners and employees with prior customer service, process improvement, marketing, operations, or CX experience.

Can this program be delivered virtually?

Yes.

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The program may be delivered through live virtual training using digital collaboration boards, breakout rooms, polls, templates, group discussions, and online customer journey mapping activities.

Is one day enough for Customer Journey Mapping?

A one-day program can introduce the methodology and allow participants to create an initial current-state and future-state journey map.

A two-day or consultancy-supported engagement is recommended when the organization requires:

- Extensive customer research
- Multiple personas
- Several interconnected journeys
- Detailed service blueprints
- Validation with actual customers
- Cross-functional redesign
- Implementation planning
- Measurement and governance design

RELATED TRAINING PROGRAMS

Organizations may also consider:

- Customer Service Excellence Training
- Complaint Handling and Service Recovery Training
- Handling Difficult Customers Training
- Customer Communication Skills Training
- Empathy and Active Listening Skills Training
- Omnichannel Customer Service Training
- Internal Customer Service Training
- Customer Loyalty and Retention Training
- Customer Service Leadership and Coaching Training
- Design Thinking for Customer Experience
- Process Improvement Training
- Service Quality Management Training

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WHY CHOOSE MSS CORPORATION?

Making Strong Success Corporation delivers practical and customizable corporate training programs grounded in actual workplace situations and organizational priorities.

Our approach combines:

- Customer-centered frameworks
- Engaging EnterTRAINment methodologies
- Practical journey-mapping tools
- Cross-functional collaboration
- Realistic customer scenarios
- Current-state and future-state analysis
- Action-oriented participant outputs
- Customization based on the client's industry and customer environment

This **Customer Experience Management and Customer Journey Mapping Training in the Philippines** is designed not merely to introduce customer-experience terminology but to help participants understand the customer journey, identify experience gaps, align internal teams, redesign critical touchpoints, and translate insights into actionable improvements.

REQUEST A CUSTOMIZED PROGRAM

Organizations searching for **Customer Experience Management Training in the Philippines, Managing Customer Experience Training in the Philippines, Customer Journey Mapping Training in the Philippines, Customer Journey Training in the Philippines, or Customer Experience Mapping Training in the Philippines** may request a customized program based on their priority customer journeys, channels, service challenges, customer feedback, and organizational goals.

See the journey through the customer's eyes. Improve every moment that matters. Build experiences customers value and remember.