

Essential Reform Series (online)

Developing a customer experience journey map 9.00 – 11.30am on Tuesday 19 March 2024

Introduction

Older Australians are expected to enjoy greater choice and control as a result of Aged Care reform. This includes their choice of provider. For CHSP, it is therefore important that your brand and the experience of your clients is of strategic importance.

Developing a customer journey map is a great way to help you look at how your customers actually experience your brand (organisation/services) versus how you *think they do*.

Journey mapping is all about understanding the touch points that your customers have with your organisation, understanding the pain points and the moments that matter from your client's point of view. Its then about analysing and using what you learn to improve the client experience through efficiencies, technology, and innovation.

What we will cover:

In this webinar, we will work through the practical steps involved in developing a customer experience journey map. We aim to answer the following questions.

- Why is customer experience important in the new world of home care?
- What is a customer journey map, and how can it help?
- What are the steps we need to take to undertake a customer journey map?
- What are the tools we need to develop a client experience journey map?

As part of the webinar you will receive:

- A checklist for creating your Client Experience Journey Map project.
- A template for organising your insights into themes.
- A home care customer Experience Journey Map template for finalising and publishing your insights.

Who should attend?

CHSP leaders including Managers, Coordinators, Team Leaders, and quality personnel. Board or Committee of Management members also welcome.

When

9.00-12.00pm on Tuesday 19 March 2024

Where

Online

Facilitator

Enkindle

To register

Please register via the link provided here:

<https://www.trybooking.com/CPDVE>

A confirmation email will be provided after registration

Further information

Please contact Lisa Dean at lisa.dean@each.com.au or by phone on 0455 051 447 if you would like to discuss this or other learning or networking opportunities.