CONCEPT

Omnichannel Customer Experience and Digital Channel Management

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Technical depth: Practitioner · **Practical mode:** Case study

Introduction

Customers move between websites, apps, messaging, contact centres and branches within a single task, yet most organisations still run each channel as a separate operation with its own data, targets and scripts. The result is repeated contact, inconsistent answers and digital channels that add cost instead of removing it. This Core Concept course gives managers the journey, blueprinting and measurement methods to join channels into one service. Participants work through case material from several sectors and leave with an Omnichannel Channel Blueprint for a priority customer journey.

Course Objectives

- Assess an organisation's current channel mix, touchpoints and cost to serve against customer preferences
- Map end-to-end customer journeys and service blueprints that expose handoffs between digital and assisted channels
- Define the role of each channel and the CRM, data and routing capabilities needed to connect them
- Design accessible web, app, messaging and chatbot journeys with clear escalation to human service
- Measure channel performance and resolve failure points using CSAT, CES, NPS and funnel analytics
- Produce an Omnichannel Channel Blueprint that can be taken to leadership for approval and funding

Target Audience

- Customer experience managers responsible for journey design and service standards
- Digital channel managers accountable for web, app and messaging performance
- Contact centre and customer service managers integrating assisted and digital channels
- Marketing and CRM managers responsible for customer data and engagement
- Product and service owners redesigning customer-facing processes

Course Outline

Day 1: The Omnichannel Landscape and Current-State Channel Assessment

- Multichannel, Cross-Channel and Omnichannel Operating Models Compared
- Customer Channel Preference Analysis by Segment and Journey Stage
- ISO 23592 Service Excellence Model and the Customer Delight Pyramid
- Channel Inventory and Cost-to-Serve Baseline
- Current-State Touchpoint Audit Using Contact Reason Data

Day 2: Journey Frameworks and Channel Architecture

- Jobs to Be Done and Persona Development for Channel Design
- Customer Journey Mapping: Stages, Touchpoints, Emotions and Moments of Truth
- Service Blueprinting: Frontstage, Backstage and Support Processes
- Omnichannel Technology Stack: CRM, Customer Data Platform and Contact Centre Integration
- Channel Role Matrix for Assisted, Self-Service and Automated Channels

Day 3: Designing and Running Digital Channels

- Web and Mobile App Journey Design Against WCAG 2.2 Success Criteria
- Chatbot and Conversational AI Intent Design with Human Handover Rules
- Messaging, Social Care and Contact Routing Aligned to ISO 18295-1
- Single Knowledge Base and Content Governance Across Channels
- Channel Scorecard: CSAT, CES, NPS and First-Contact Resolution

Day 4: Failure Points, Risk and Optimisation

- Channel Handoff Failure Analysis and Context Loss Diagnosis
- Cross-Channel Complaints Handling Under ISO 10002
- Channel Shift Economics with Cost-to-Serve Modelling
- Customer Consent Management and Privacy-by-Design Controls
- A/B Testing and Funnel Analytics for Journey Optimisation

Day 5: Case Work and the Omnichannel Channel Blueprint

- Retail Banking Case Study: Unifying Branch, App and Contact Centre Journeys
- Utilities Case Study: Reducing Repeat Contact Through Channel Redesign
- Future-State Journey Map Build for an Own Priority Journey
- Omnichannel Channel Blueprint Drafting
- Peer Review Panel and Blueprint Defence

Skills You Will Gain

- Customer Journey Mapping
- Service Blueprinting
- Channel Strategy
- Conversational Design
- Digital Accessibility
- Customer Experience Measurement
- Cost-to-Serve Analysis

Why Attend This Course

- Return with an Omnichannel Channel Blueprint for a priority journey, already reviewed by peers
- Pinpoint where customers are forced to repeat themselves between channels and what causes it
- Build a credible case for channel shift that weighs customer effort against cost to serve
- Exchange practice with managers from banking, utilities, retail and public services

Conclusion

An omnichannel service is not a larger number of channels; it is one service that customers can start in one place and finish in another without starting again. This course moves from assessing the current channel mix, through journey mapping, service blueprinting and channel architecture, to the design, measurement and failure points of digital channels. The final day turns that material into an Omnichannel Channel Blueprint that participants take back to their leadership, with a clear view of what to connect first and how progress will be measured.