



# Thinking and Mapping Seamless Customer Experiences

## Innovate with the Customer in Mind

### Design Experiences that Drive Loyalty.

In today's competitive landscape, innovation is only valuable if it meets customer needs. The most successful businesses don't just create products or services—they design seamless, meaningful customer experiences that foster trust, loyalty, and long-term success.

This high-impact masterclass provides corporate teams with the tools, frameworks, and hands-on experience needed to understand customer expectations and align innovation efforts with real-world needs.

Through customer journey mapping, data-driven insights, and practical exercises, participants will learn to design solutions that enhance the entire customer experience—from first interaction to lasting relationship.

### Master Customer Insights



Learn how to gather, analyse, and apply customer data to shape business decisions.

### Map the Customer Journey



Identify pain points and opportunities to create frictionless, engaging experiences.

### Align Innovation with Customer Needs



Develop strategies to ensure products, services, and processes truly serve customers.

### Design & Apply Real Solutions



Engage in hands-on exercises to redesign customer interactions for maximum impact.

# Design innovations that truly satisfy customers.

*facilitated by Sonal Cheekhooree*

## How it works?



### Understanding Customer Needs

Proven techniques to extract meaningful customer insights and translate them into action.



### Customer Journey Mapping

A structured approach to visualising and improving every stage of the customer experience.



### Customer-Centric Innovation

Practical frameworks for aligning innovation efforts with customer expectations.



### Hands-On Experience

Participate in small-scale experimentation exercises to apply learning in real time.

## Who should attend?

**This masterclass is ideal for corporate innovation teams, customer experience professionals, product developers, and business leaders who:**

- Are responsible for enhancing customer experiences and engagement.
- Want to align innovation efforts with real customer needs.
- Need practical tools for mapping and improving the customer journey.

**Put your customers at the heart of innovation. Deliver experiences that set your brand apart.**

## Get in touch

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Normal Price: MUR 9,000  
Price after HRDC: MUR 2,700

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