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BEYOND PHILOSOPHY TO REVEAL WHAT YOUR CUSTOMERS REALLY SEE IN JULY 28 EXPERIENCE MAPPING WEBINAR

*Steven Walden, Senior Head of Research, and Kalina Janevska, Business Psychologist, to
Share New Ways of Capturing Every Element of the Experience Customers Have with
Organizations*

Atlanta, July 18, 2011 – Beyond Philosophy, the leader in helping organizations to create deliberate, emotionally engaging customer experiences, today announced a webinar focused on the newest and most effective methods to map true customer experiences. The program, entitled “See What Your Customers See: Mapping Your Real Customer Experience,” will be presented July 28 at 11:00 AM ET by Steven Walden, senior head of research, and Kalina Janevska, business psychologist, both of Beyond Philosophy.

Calling on the company’s years of customer experience research and practice, Walden and Janevska will present the newest ways of capturing every element of the experience customers have with organizations. They will teach Hollywood storyboarding techniques can help to identify how customers perceive companies, and they will apply experience psychology theory that reveals customers’ subconscious responses.

Attendees of the webinar will learn:

- why customers’ perceptions probably are not accurate,
- how to identify relationships between key experiences and customer touch points, and why traditional techniques don’t link them effectively,
- what impact visual and sensory experiences have on the customer experience, and
- how to create easy, valuable product maps that don’t require expensive software solutions.

Those interested in further information or webinar registration are invited to visit:
<https://www1.gotomeeting.com/register/598951520>.

About Beyond Philosophy

Founded in 2002, Beyond Philosophy is a leader in helping organizations to create deliberate, emotionally engaging Customer Experiences that drive value, reduce costs and build competitive advantage. Specializing in strategic consultancy services, custom research, training and education, the company’s thought leaders have also pioneered new methods of analyzing both the rational and emotional sides of the Customer Experience. Beyond Philosophy’s four internationally bestselling books – *Building Great Customer Experiences*; *The DNA of Customer*

Experience; Revolutionize Your Customer Experience; and Customer Experience: Future Trends and Insights – are available through the company’s website or through any bookseller.

Beyond Philosophy maintains offices in Atlanta, Georgia and London, England. Additional information can be found at www.beyondphilosophy.com.

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