

Press Release

FOR IMMEDIATE RELEASE – February 19, 2013

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Beyond Philosophy Announces New Webinar “Journey Mapping with Emotion!”

Atlanta, Georgia - February 19, 2013

Webinar Date:

Tuesday, March 26th 2013

8:00 AM – 9:00 AM PDT

11:00 AM – 12:00 PM EDT

4:00 PM – 5:00 PM GMT

5:00 PM – 6:00 PM CST



Reserve your seat: <https://www1.gotomeeting.com/register/142231136>

Journey Mapping with Emotion!

Everyone is talking about touch points and Journey Maps but the irony is that they are still only looking at half of the Customer Experience. Most Journey Maps just take into consideration the Customer’s rational journey, failing to take into account an organizations’ emotional and subconscious experience.

Beyond Philosophy are running a webinar, held on Tuesday 26th March 2013 to demonstrate ‘how to map the whole Customer Experience’ which includes the fundamental incorporation of the emotional and subconscious experience.

Anyone wanting to attend this insightful webinar will not only be in the company of two experts from Beyond Philosophy; Colin Shaw, Founder & CEO, & Steven Walden, VP, Consulting & Thought Leadership, but will also come away with useful understandings of the Emotional Experience, the Subconscious Experience, best practices in Experience Psychology and the process of going from ‘As is’ to ‘to be’. A requirement for any Customer Experience professional!

Registration for the 'Journey Mapping with Emotion!' Webinar can be found here:
<https://www1.gotomeeting.com/register/142231136>

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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