

# Journey Operations

Workshop Formats



Formats, requirements, benefits

We support health insurance companies in establishing **journey operations** – with comprehensive consulting and individual workshop formats:



Workshop S –  
Measurable steps

Define the measurability of the sub-steps

**Prerequisite:** Existing journey with objectives and prioritised steps

**Benefit:** Rapid KPI definition and performance review



Workshop M –  
Channels & prioritisation

List channels and services, prioritise from the user's perspective, check measurability

**Prerequisite:** Existing journey visualisation

**Benefit:** Identify important touchpoints, derive targeted optimisations



Workshop L –  
Journey creation

Create new journey, list channels/services, prioritise, define measurability

**Prerequisite:** Knowledge of processes and dependencies

**Benefits:** Holistic overview, early identification of optimisation potential, well-founded strategic decisions

*„Journey Operations is the key to success for health insurance companies. It is time to move away from traditional, department-oriented processes and adopt a customer-centric mindset.“*

Lisa Gumprich, IBM iX

→ [Learn more about Journey Operations](#)

Feel free to contact us!  
Together we will find the  
best solution for your  
situation.

Contact us in person or at:  
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