



Carnegie Mellon University



THE MASTER OF ARTS MANAGEMENT SPEAKER SERIES
PRESENTS...

CUSTOMER EMPATHY: THE UNDERLYING VALUE OF MAPPING JOURNEYS

Samir Bitar

Founder, The Art of Consulting



Thursday, February 9

12:30 – 1:50pm

Hamburg Hall Room A301

RSVP in Campus Group or via the QR Code

Pizza and salad lunch will be served

Between all the persona development and touchpoint analysis involved in customer journey mapping, many managers overlook an important purpose of the exercise: developing empathy for customers. Join CMU alumna and former head of the visitor experience at the Smithsonian, Samir Bitar, for an inside look at the challenges of affecting change at the world's largest museum complex. Using his forthcoming case study, Samir will facilitate a think session that identifies strategies and tactics to overcome the conventions and turfism that prevent some organizations from fulfilling their goal of transforming into a truly customer-centric organization.

RSVP!

