

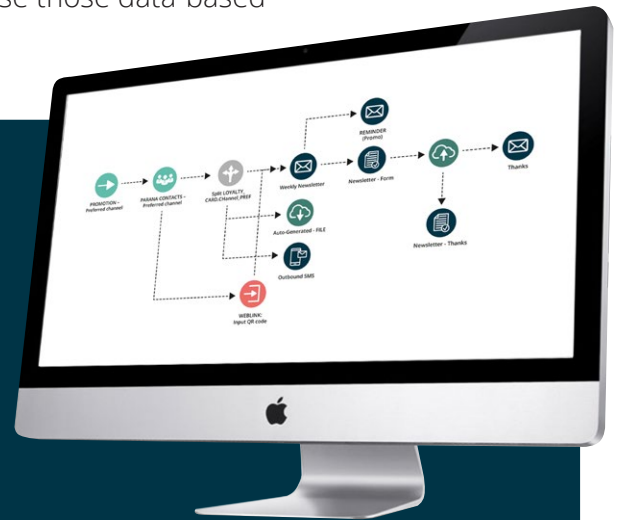
Customer Journey Mapping

BETTER UNDERSTAND AND CUSTOMER BEHAVIOR

Today, customers decide when, how, and where they interact with businesses. When you can get an overview of your customer's actual behavior at your touchpoints, you'll be able to identify critical moments along your customer journeys. Then, you can use those data-based insights to guide customer decisions.

Analysis of customer behavior

This solution analyzes customer interactions and responses at all touchpoints, identifying relevant patterns. Which channel is used by which customers for what purpose? What are the triggers? What happens afterwards? Get these answers – and more.



Visualization of the user experience

Get a clear visual overview of the processes your customers run through in contact with your business. Use this data to uncover customer needs and areas you can strengthen.

Definition and optimization of journeys

Use this solution to define micro-journeys around your customer's relevant decision-making moments and gradually merge them into a holistic experience. This way, you not only gain insights from your customer, you use them to trigger further optimized actions.

System-based omnichannel execution

Using our automation platform, your newly defined or optimized journeys can be mapped and even more efficiently automated and operationalized.



KEY BENEFITS

- Use data to understand your customers' behavior and their key decision-making moments
- Create high-quality customer journeys and guide crucial customer interactions contextually
- Build and expand sustainable customer relationships by avoiding negative moments and creating wow-worthy ones
- Increase conversion and customer satisfaction