

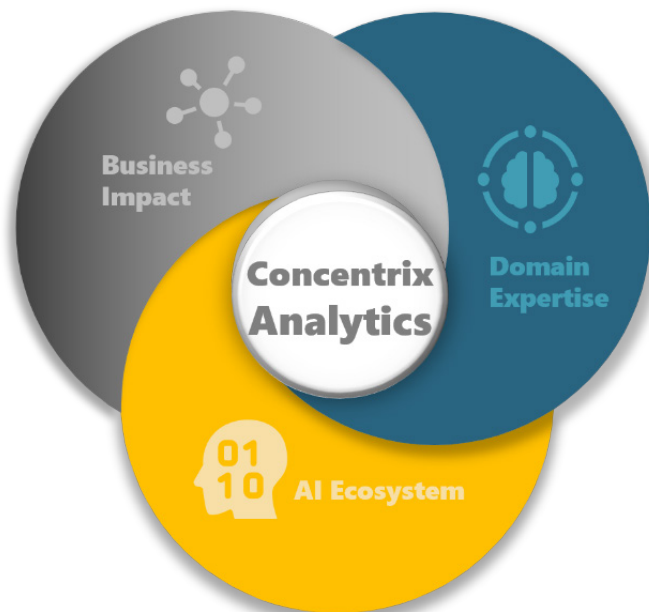
Customer Journey Analytics

Shaping customer journeys for competitive edge

Journey Insights at Speed.

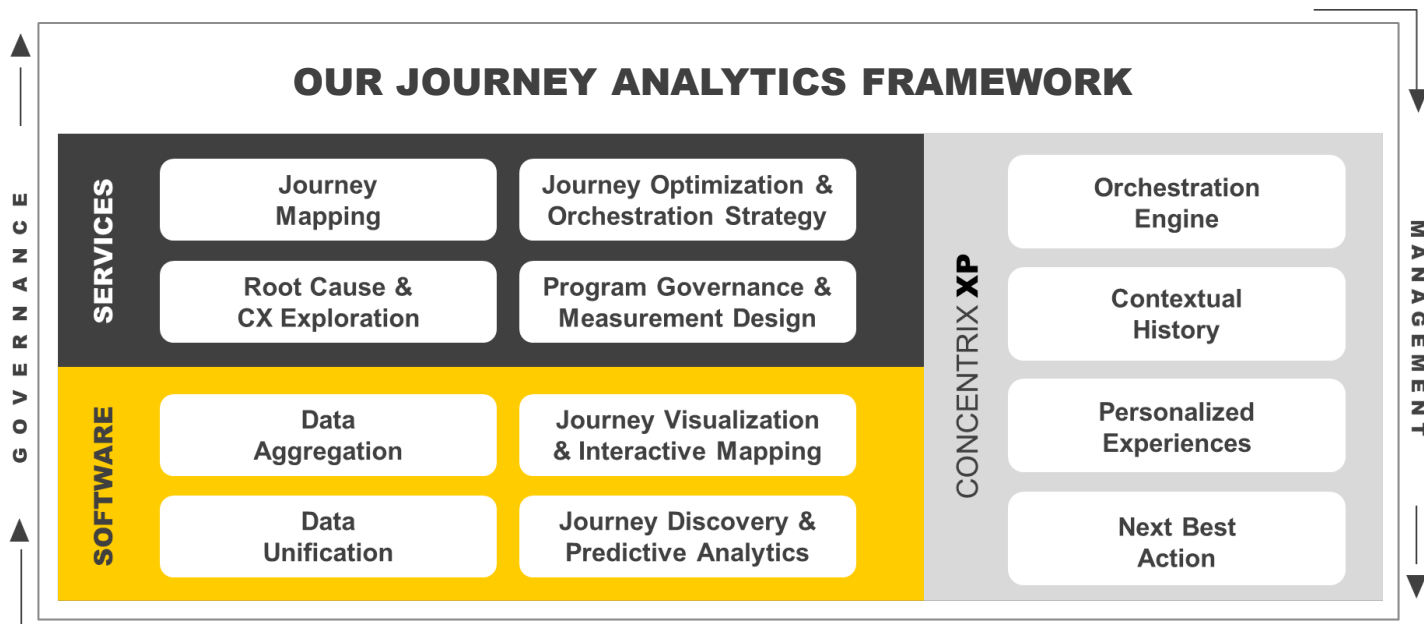
Companies are on a journey of transformation. Mergers and acquisitions dominate headlines and investment in digital technologies are commonplace. In a digital-first environment, it's hard to get a competitive edge.

Delivering positive, memorable customer experience (CX) requires a comprehensive understanding of every interaction, intent, outcome and emotion. Customers are human. They react to the environment around them, and they create individual and collective memories to store those perceptions. The harder the experience, the more frustrated they become.



Software Alone Isn't Enough.

History shows that a software investment without the right support misses commitments almost every time. Our solution eliminates this problem by including practitioners that know how to use the tool, and how to put results in context.



Getting to ROI

Whether online, in-store or mobile, customers think of their interactions as one experience. The power of journey analytics is seeing where each customer is at any point in time, tracking them individually and then engaging them with relevant messages.

As your partner, we'll accomplish this through a proprietary Journey Analytics approach.

Benefits Snapshot

- Quickly ingest and unify data
- Track macro and micro journeys
- Easily search millions of permutations
- Continuously develop, test hypotheses
- Create consensus for prioritization
- Inform future state journey design
- Improve journey flow and outcomes
- Accelerate speed to journey completion
- Prescribe next-best action by segment
- Deliver personalized engagements

Partners

We partner with some of the most innovative journey visioning and orchestration software companies. Our Journey Analytics solutions are powered by:

Pointillist

acoustic

+1 800-747-0583 | www.concentrix.com

© 2021 Concentrix Corporation. All rights reserved.

2/5/21