Journey Analytics:
the Science of Winning and Keeping Customers

Part 2 of a 6-part series
Customer Journey Mapping & the importance of data-driven methods

THE PLANET'S SMARTEST CX ORCHESTRATION PLATFORM

Voice-of-the-Customer, Social Media, Journey Analytics and Engagement unified on the Planet's Smartest Customer Experience Software Platform.

PART 2

CUSTOMER JOURNEY MAPPING & THE IMPORTANCE OF DATA-DRIVEN METHODS

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Successful businesses have always relied upon data for their success, even if collection methods have obviously changed from manual to electronic (and quite unstoppable). Every business generates data, whether it be from web traffic, social media activity or sales. Data is a business asset which can represent an unfair competitive advantage if used correctly, and the edge still lies in turning this data into market intelligence, and then into customer intelligence.

Welcome to the second part of our Journey Analytics series where we'll be discussing the importance of a data-driven approach. The first part of this series, 'Driving Business with Journey Analytics', provided an overview of the important themes within Journey Management. As the Journey Analytics conversation gains momentum globally it's important to understand where the information comes from and how it can be applied within every business.

HOW IS THIS DIFFERENT TO CUSTOMER JOURNEY MAPPING?

We've been talking about customer journey mapping for a while. It's always been a visual representation of the customer's journey from the perspective of the business. The customer journey (or CEM Model) is important because it displays sequential experience points, and because customer feedback (from all channels) can be anchored to the relevant experiences and channels. This allows feedback to be considered contextually. But the sequence and defined steps are conceptual at best, usually constructed by business stakeholders in a workshop. Customers are unpredictable and their paths are messy as they navigate your growing list of service channels and product offerings. Traditional journey maps usually fail in exposing what customers are really experiencing.

As an example, the chart in the boardroom won't tell you that customers with a particular goal frequently need to call the contact centre three times in order to successfully progress. The map also won't tell you that customers who choose to initiate their applications in a branch and then complete it on the web have a 75% chance of falling away and never activating. And the map certainly won't alert you to the 5 customers in this exact situation who require personal assistance, today. Journey Analytics provides the ability to drill down from the real aggregate customer paths to individual experiences and provides the tools to ensure positive customer journeys are perpetuated. But what do we need to create these views?

BUILT BY DATA

Things happen when the customer interacts with your company, and all these things result in data points. It may be in the form of a branch visit, or the log of a call made to the call centre, or an unresolved ticket, or a completed survey, or even a tweet. If we connect the dots, these experiential points in time and interactions represent the paths that individual customers take in order to achieve their goals. Together, they become the individuals' journeys during their relationship with the business.

Customer matching is important. In order to construct an unbroken customer path you need to be able to know that the customer who visited the branch was the same one that called the call centre, and the same one who posted about their frustration on Twitter. This unbroken and single view of the customer provides interactions, activity and sentiment across all channels.

So what kind of data is required for this view?

WHERE DOES THE DATA COME FROM?

As mentioned previously, the CEM model (conceptual customer journey) is configured within the CX platform to represent the conceptual or preferred customer journey. This is part of what Forrester refers to as the Journey & Design Planning phase of Journey Analytics. All data collected is anchored to the experiential nodes of the customer journey. The types of data which are collected and associated with the model are:

TRANSACTIONAL DATA

These are the log files which are created when customers interact with your business through any channels. This may be a record of a call to the contact centre, but could also be a hit on your web site, or a captured visit and purchase in a branch. These files are created automatically by your transactional business systems and the Journey Analytics platform reads this insight in order to connect the dots.

QUANTITATIVE DATA

Traditional surveying provides quantitative customer feedback which is essential in building up a part of the customers' story. It's important to incorporate feedback from all surveying channels, whether it be email, mobile or online.

QUALITATIVE DATA

Increasingly, customers are providing unstructured feedback on their experiences with businesses. This is usually through social media channels or verbatim opinions posted online. With the assistance of text analytics processing, customer sentiment and important topics are used to supplement the customer story and ultimately build up their journey.

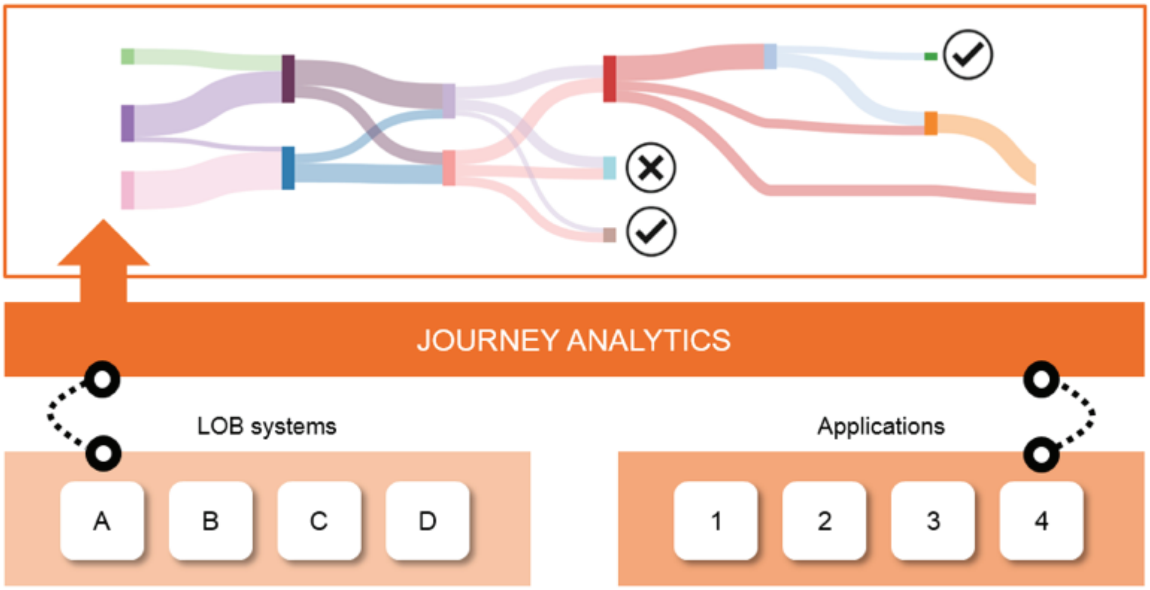
When customer profiles are matched and connections are established between all the points, these three data inputs result in seamless customer journeys. But it's important to understand how this data is accessed by the platform

In summary, in order to represent the customer journey as an unbroken path between all the things they do, we need three things: the transaction, the person and the time stamp. The transaction is the thing that happened (e.g. a call to the call centre), the person is the customer and the time stamp is when it happened. Customer matching allows us to make connections between the things that the customer does (call, visit, tweet, etc.) in order to create a seamless path.

HOW DO WE GET THE DATA INTO THE PLATFORM?

inQuba's Journey Analytics solution is applied as a layer on top of existing line of businesses systems and business applications. It is not necessary to replace existing business systems, CRM solutions or other applications but to rather make connections though a simple connector layer which allows existing systems to remain in place. This will result in the necessary logs and data to be read and the real journey paths to be exposed.

In the event that there is need for feedback gathering mechanisms or other solutions which would complete the customer story, inQuba CX, Engage, Case Management & Social Media are best-in-class solutions for the modern customer-centric business.



Gathering data is easy, and all your business tools are already collecting rows upon rows. Although data isn't a crystal ball it's about as close as a business can get. Running a successful company requires making good decisions and this can only be achieved with valuable, real time insight at the most granular level.

In the coming parts of this series on Journey Analytics, we'll be looking at analysis, interventions, return on CX investments and artificial intelligence.

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