# Journey Analytics:
## the Science of Winning and Keeping Customers

### Part 3 of a 6-part series
Customer Journey Analysis – Real insights on real customer paths

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## 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 3

## CUSTOMER JOURNEY ANALYSIS – REAL INSIGHTS ON REAL CUSTOMER PATHS

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*Real customer journeys reveal themselves as messy and unpredictable and impossible to predict in a workshop. Customers switch channels, get stuck in recursive loops, or just quietly go away. They also bring their baggage (or context) with them, which includes their past experiences with the business, tickets, preferences, and even their frame of mind on a particular day (sentiment). Every customer has a unique story. It's essential that the CX professional can identify and isolate different profiles of customers which may require different forms of assistance.*

*In the first part of this series we introduced JA as the next evolution of CX. Part 2 unpacked the difference between traditional customer journey mapping and Journey Analytics, and the need for specific kinds of data in order to construct the seamless views of customer paths which are needed by business.*

As mentioned previously, the customer journey map in the boardroom won't tell you that customers with a particular goal frequently need to call the contact centre three times, for example, 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. This introduces the importance of analytics and insights which are able to answer important questions before we even know which questions to ask. Think of it as pre-emptive customer experience management.
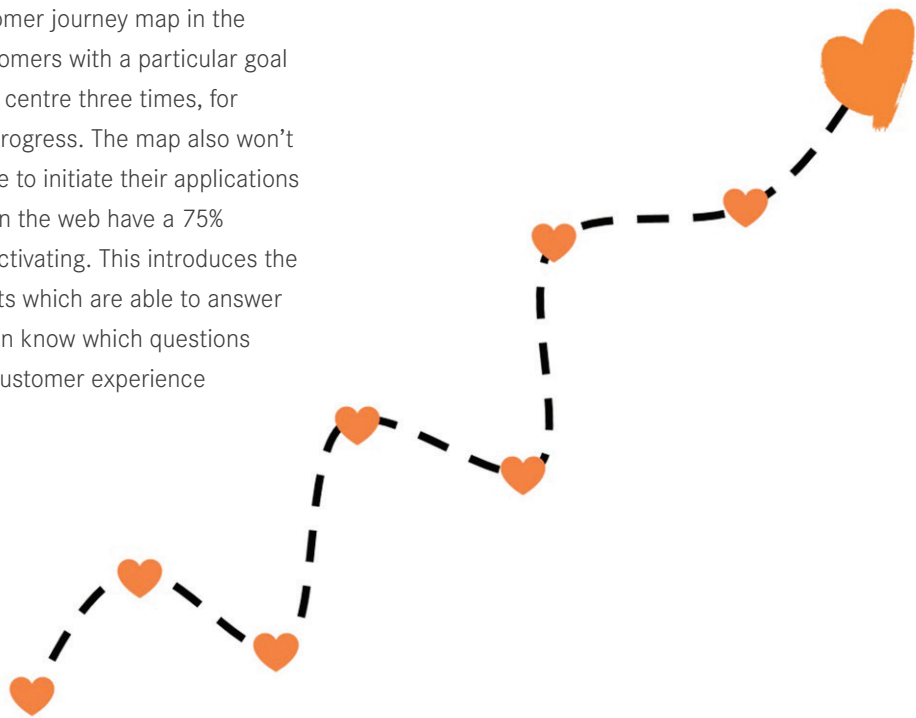
## JOIN THE DOTS

Data fusion allows us to incorporate several forms of data – external, qualitative & quantitative feedback, and data based upon elapsed time (things that haven't happened). Once the customers are matched and the dots are connected, we're presented with longitudinal paths which represent the customers' real journeys as they navigate our channels and products while attempting to achieve certain things. Although journey management provides incredible visibility of these paths, we need access to further layers of detail. It's not enough to know whether a customer reached their goal or not, as if success is binary. You also need to understand who they are and where they fit in within the broader client base. This view is the beginning of contextual engagement. It's imperative that you're able to achieve the following:

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## ANALYSE & COMPARE JOURNEYS BASED UPON DIFFERENT ATTRIBUTES

Comparisons are important and it's often insightful to separate and highlight particular groups of customers in order to analyse their path specifics. Attributes exist in your data and are associated with customers. For instance, it may be important to compare the journeys of people living in region A versus region B. Their experiences may be different based upon connectivity or the branch network. Or it may be important to differentiate customers based upon product usage. How do the experiences of short term policy holders compare to those of policy holders who also have long term cover? By comparing, it's possible to isolate obstacles and drop offs which may be particular to one group.

## ANALYSE JOURNEYS BASED UPON DIFFERENT CX METRICS (STRUCTURED FEEDBACK)

You're probably collecting feedback from your customers through structured mechanisms such as surveys. Their responses may be high level indicators of various experiences. The CX professional needs to be able to pull the customer grouping apart based upon responses given and examine whether different journeys exist. Let's consider CSAT (Customer Satisfaction). Those customers that provided a low rating (bottom box) may have had a radically different experience to the delighted customers (top box). This separation will allow you to isolate the steps in the path which may have resulted in certain scores, at an aggregate level. A customer grouping may have given low scores due to having to call the contact centre more than 2 times, or because they had not been contacted within a certain period of time.

## ANALYSE JOURNEYS BASED UPON THEMES & SENTIMENT (UNSTRUCTURED FEEDBACK)

In the same way that you're receiving structured feedback from customers, you should also be listening to and analyzing unstructured feedback, such as social media. Queries combined with sentiment can be used to separate customer groupings, and therefore journeys. For instance, customers who mentioned the claims experience negatively versus those who mentioned is positively may have had different journeys, based upon choice and sequence of contact channels.

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## ANALYSE JOURNEYS BASED UPON SEGMENTS & PROFILES

Segmentation is a common method of creating customer profiles, or typologies. These personas are typically socialized within the business so that all areas of the business can identify with their typical customers and understand what they're all about. In the event that your business has existing customer personas, these can be built up in the platform based upon contact attributes. These personas can then be used to separate customer groupings on the journey mapping in order to differentiate the paths. This may reveal that customer persona A is more likely to use a particular channel or series of channels than persona B. It is also important to be able to isolate a particular path on the journey mapping and build a target audience rule to identify a customer segment, which can be used for triggered engagements and interventions.

## PREDICTIVE ANALYTICS & TOMORROW'S JOURNEYS

A view of the present is essential for understanding the customer experience, intervening and correcting issues in real time, but being able to anticipate journeys will define the businesses of tomorrow. Predictive analytics, informed by historic data and machine learning, may indicate to you that 75% of people who initiate a process on the mobile app are likely to reach their goals, while 10% who follow a particular sequence actually fall away. This sequence of the 10% can be anticipated based upon their data trails, and it can serve as a trigger which results in the customer being offered support and the responsible teams notified in real time. This is called systematic, automated retention. Predictive analytics, informed by machine learning, may also flag certain customers as being at risk, based upon their series of experiences and sentiment. It's important that tickets are created and resolution responsibilities assigned in real time in order to correct experiences and retain customers.

## MAKING IT REAL

*inQuba's Journey Analytics solution addresses all of the above and more. The CX professional benefits from a visual representation of real customer journeys. These are built by data and not by people in workshops. These views create visibility of obstacles or recursive loops, or even non-activity. You'll be able to select portions of the paths and build rules in order to engage with those customers today, or tomorrow's customers who follow the specified path. Comparative functionality then allows you to separate groupings of people on a journey based upon data attributes, sentiment, segments or profile. inQuba Journey Analytics makes messy and unpredictable journeys neater and easier to understand, and anticipate. This is the next evolution of CX.*

*Please feel free to contact us to discuss this further.*

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**6-part series**

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