

# Journey Analytics: Orchestrating Journeys with Artificial Intelligence



Part 6 of a 6-part series  
Artificial Intelligence



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## PART 6

### ORCHESTRATING JOURNEYS WITH ARTIFICIAL INTELLIGENCE

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*Today's customers are omni-channel and increasingly adopting digital channels, resulting in Artificial Intelligence (in its various forms) to be implemented to handle actions.*

While most engagement paths and mechanisms are legacy and outdated, AI-driven engagements offer incredible advantages. AI, referring to the intelligence demonstrated by a machine which would normally be demonstrated by a human, can be employed to inject intelligence into customer journey orchestration with the objective of reinventing or anticipating customer experiences. This results in end-to-end, more integrated customer journeys that feel more natural.

AI perceives its environment and takes actions that maximize chances of success. Of course, this environmental insight requires data. The second part of this series looked at the different types of data which are collected and associated with the steps of the customer journey model. Briefly:

- **Transactional data** – these are the log files which are created when the customer interacts with your business through various channels.
- **Quantitative data** – traditional surveying provides customer feedback in a structured format which makes up part of the customers' story.
- **Qualitative data** – unstructured feedback, often through social media channels and open-ended survey responses, provides customer sentiment and information on important themes.

But, contemplating the data that may be required for effective AI interventions can be enough to make anyone's head hurt.

This isn't because of the lack of data in the business but because of how much there is, and where it's housed. Consider customer feedback, contact centre logs, opened and resolved cases, technical support and billing information. Today's data can seem unwieldy and haphazard, but this is also the nature of customer behaviour. Customers are often involved in multiple experiences across several channels, while navigating your various products and services. They move back and forth and provide feedback through their preferred channels, which may or may not be your preferred channels. The value that AI can unlock lies in this haphazard data, below the surface, where relationships and patterns can be identified. This haphazard data is not a comfortable environment for humans or automation but it's certainly the domain of AI.

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*By 2020, 25% of customer service and support operations will integrate AI (Artificial Intelligence) technology across engagement channels, up from less than 2% in 2017. – [Gartner](#)*

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## THERE ARE A FEW THINGS THAT ARE NEEDED IN ORDER TO IMPLEMENT AI:

### DATA CONTEXT & UNIFICATION

Data sits in multiple systems and applications across the business, many of them being legacy. Each has a view of a slice of the customer and the customers' journey. Layering a journey management solution over existing systems will result in a unified view of customer journeys, including activity, interactions, feedback and preferences. Equally important is clarity around context. Your solution needs access to the various sources of data but also needs to know what's what. Was it a new ticket, or a survey response, or an inbound call? The context and significance of every data point is important in order to establish the unbroken path of every customer, providing the AI solution with a contextual data set which is deep and wide.

### REAL TIME

It goes without saying that customer experience management operates in real time today. From requests for feedback to insights and results, to service recovery – the customer expects this level of response and activity as they navigate your host of channels and products, with their unique context and background. This real time nature of business operations and response is what's required for artificial intelligence to really add value to prediction and personalization.

## HOW AI WILL ENHANCE YOUR JOURNEY MANAGEMENT EFFORTS

*Artificial Intelligence thrives in the areas where people flounder – big data. AI joins the dots and discovers relationships between attributes which may not have been immediately obvious to an analyst. These relationships allow the business to profile people more accurately based upon past and present behaviour, and this empowers the business in the following ways:*

### EXTREME PERSONALIZATION

Personalization is a significant advantage introduced by AI in customer experience. Customers want to know that they are known. They want to be assured that everything they've said and done in the past has somehow been captured and organized into a coherent picture, and that this picture is considered when the business reaches out with the next campaign or engagement. Modern customers expect offers to be tailored to their needs – a blast email with a general offer won't appeal to nearly as many people as a targeted offer that directly addresses something of value to the customer.

But creating those personalized experiences is difficult and time-consuming for humans. AI and machine learning can sift through millions of pieces of information to find out exactly what matters to customers and then create a personalized experience.

**Consider this scenario.** A customer is researching additional insurance cover, and is engaged in discussions with their primary insurer as well as a number of competitors. Previous feedback provided and comments on social media have resulted in the customer being considered 'at risk' by the AI processing, which then qualifies them for enhanced retention engagements. An offer is informed by risk profile and preferences previously gathered during interactive dialogues, and these preferences were also informed by life stage. The outcome is a campaign which offers real value to the customer based upon their needs and responsibilities, and is graphically personalized based upon life stage and interests. All of these layers improves the chances of acceptance and ultimate retention.

### ANTICIPATING TOMORROW

Using the vast amount of data that is available on customers today, AI can find trends and predict what customers will want in the future. Underpinned by comprehensive business data, AI can find some surprising things. Customers can be profiled based upon behaviour or risk profiles and their paths can be analyzed. AI may be able to tell us, for instance, that a certain profile of customer is likely to stop trying and go away once they've called the help centre twice, during a particular experience. Proactive service recovery mechanisms then allow the business to anticipate those instances and intervene before the customers leave. These triggered service recovery approaches, triggered by the customer profile following a certain sequence, can result in an SLA-driven intervention that assists and recovers the customer. It's important in these instances that interventions are triggered in real time, systematically, and that the relevant people in the business are notified.

**Please contact inQuba to discuss how this can be achieved in your business.**

# Journey Analytics: the Science of Winning and Keeping Customers

6-part series



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