

Discover, orchestrate and monetise your customers' real journeys



The Planet's **Smartest** CX Platform

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We've been talking about customer journey maps for a while. They represent the steps that customers take when engaging with your business, from your perspective. While broadly accepted, they're conceptual at best: they're not revealing what customers are *really* experiencing.

Customer journey management techniques connect all the things your customers are doing and expose their real journeys, including where they get stuck or fall away before reaching their goals. Journey management approaches **help businesses discover real journeys** and intervene where necessary.

Businesses that orchestrate customer journeys are **outpacing competitors** across several key metrics*. inQuba has designed this interactive Masterclass to fuel a meaningful change to your most important metrics, including acquisition, retention and cross-sell.



Who should

Customer Experience and business people tasked with monetising customers' journeys and ensuring CX ROI



What to bring

Participants should bring the following with them:

- A real customer journey/s from the business, including details of channels and where the drop-offs are
- Descriptions of your typical customer personas/typologies
- A view of the data and systems supporting your customer journeys (inQuba to provide template)
- Commercial data to understand the ROI (inQuba to provide template)



What we'll do

- **a.** Work with you to document your customer journey and prepare for visualisation
- **b.** Explore customer profiles and grouping
- **C.** Identify methods for nudging customers towards their goals
- **d.** Identify the data requirements for digitising and monetising the customer journey
- Quantify the ROI of a journey management initiative within your company



What you'll get

- **a.** Co-designed customer journeys, based upon real data, forming the basis of your ROI
- **b.** The scope, high level design and approach to start a journey management execution project within your business

Journey mapping → digitisation → insights → ROI delivery

* McKinsey & Company

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Workshop details



Duration:

4 hours



Number of attendees:

3 to 9



Location:

Your offices, or optionally at inQuba H/O



Cost

R 9,750.00

The first hour is an educational journey management orientation. The rest of the session will be an interactive workshop.







What do I do now?

Please drop us a message to make arrangements for your Masterclass^{PRO}, or if you'd like further information.





About inQuba

inQuba offers a cloud-based Customer Experience (CX) & Journey Management platform which empowers its customers (such as banks and retailers) to design and manage their customers experiences.

The platform offers all essential elements of CX including customer feedback collection, closed loop service recovery through Case Management, Social Media listening and management, and customer engagement and marketing automation with inQuba Engage. At the heart of the inQuba platform, and inQuba's unique IP, is their Journey Management capability. Journey Management reveals customers' real paths as they interact with the business across various channels, and then empowers business to nudge customers towards their goals or more optimal journeys. inQuba is 9 years old and enjoys a 70% market share amongst large enterprises within South Africa.