



What is Customer Journey Analytics?

Executive Brief

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Customer journey analytics weaves together every touchpoint that a customer interacts with, across multiple channels and over time. It connects millions of events into journeys from your customers' point of view and is a data-driven approach to discovering, analyzing and influencing your customers' journeys.

Gartner defines customer journey analytics as the process of tracking and analyzing the way customers use combinations of channels to interact with an organization and covers all channels present and future which interface directly with customers.

Customer journey analytics gives marketers and customer experience professionals a powerful tool to understand and engage with individual customers at a personal level, at scale.

By analyzing millions of data points in real-time, you can discover the most important customer journeys and prioritize those opportunities that significantly impact business goals like increasing revenue, reducing churn and improving customer experience.

“Maximizing satisfaction with customer journeys has the potential not only to **increase customer satisfaction by 20 percent** but also to **lift revenue by up to 15 percent** while **lowering the cost of serving customers by as much as 20 percent.**”

— McKinsey: The three Cs of customer satisfaction: Consistency, consistency, consistency

CUSTOMER
SATISFACTION
+20%

REVENUE
UP TO
+15%

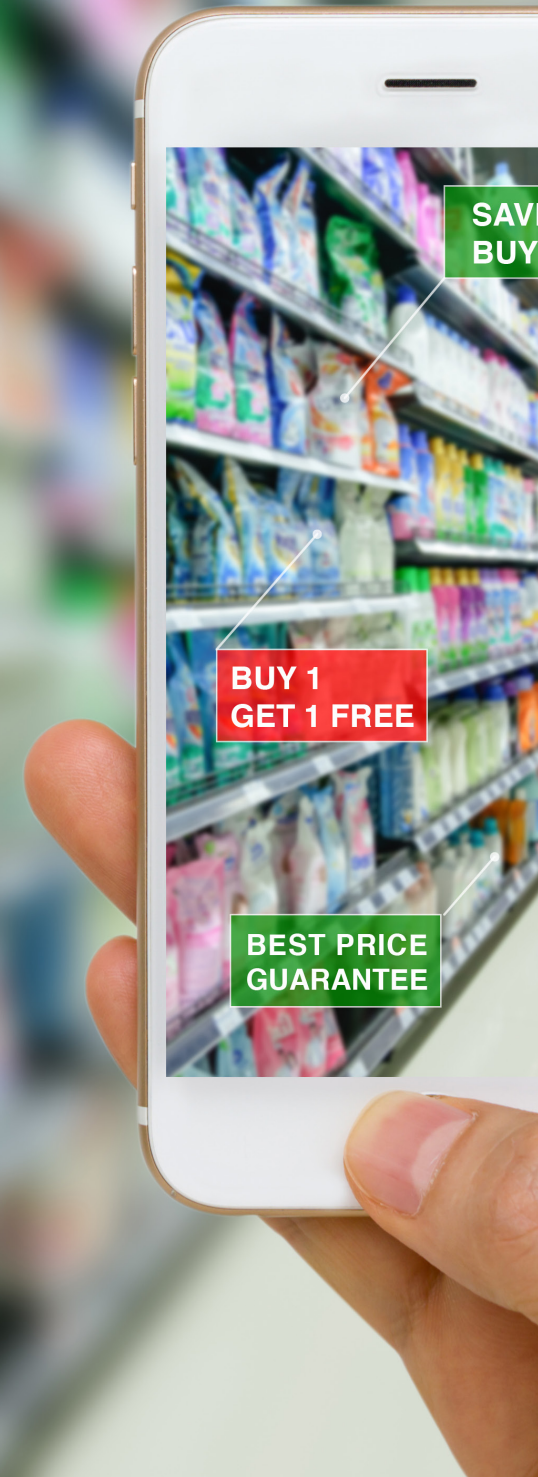
COST OF SERVING
CUSTOMERS
-20%

Customer Experience is Driving the Need for Customer Journey Analytics

Customer experience is everywhere.

From marketing to customer service to the boardroom, it's now generally recognized that personalized, efficient and engaging customer experience drives customer acquisition, brand loyalty and customer lifetime value (LTV).

The focus has shifted to developing a unified view of the customer as she interacts with your brand and personalizing her experience across channels, locations and always in the moment. To achieve this unified customer experience, customer analytics must evolve from retrospective reporting to real-time, behavior-driven engagement. Customer journey analytics is the means to enable this transformation.



Customer Journey Analytics Makes Journey Maps Measurable

Customer journey mapping has been growing in popularity over the past few years with customer experience and marketing teams.

Yet many companies sink a lot of time into creating beautiful looking journey maps that are released with great fanfare only to gather dust, as employees go back to the

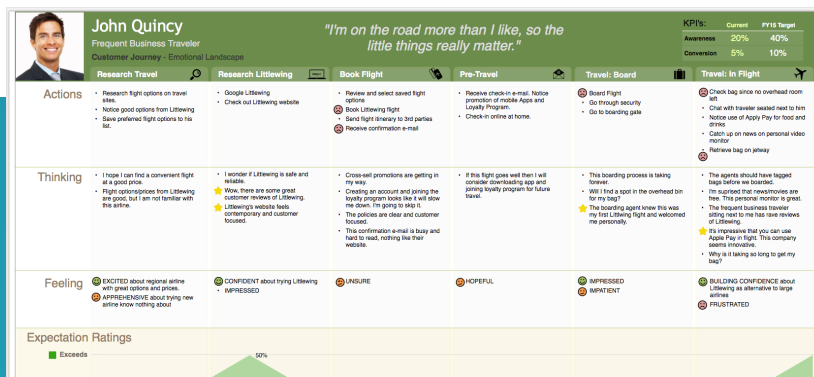
'real work' that they're measured by.

In order to be actionable, a journey map must evolve beyond a static snapshot of customer experience. It should be both measurable and dynamic.

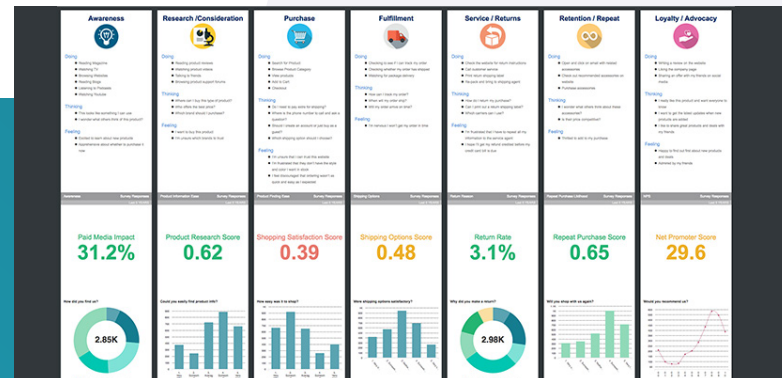
Customer journey analytics uses data to discover the actual journeys your customers

are taking in realtime and also monitors KPIs over time.

Customer journey analytics can turn your journey maps into real-time visualizations of your customers' behavior and its impact on the KPIs your business is measured by.



STATIC JOURNEY MAP



LIVE JOURNEY ANALYTICS DASHBOARD

Traditional Analytics Approaches Often Fail

Leading companies are looking to switch from product-centric to customer-centric organizations.

The goal is to bring together all the different pieces of data in a contextual manner and make an offer to the customer that is the best possible one in that moment. To do that, you need to know the answer to many complex questions, such as the ones listed above. But companies are struggling to answer these complex questions using traditional analytical tools and approaches due to four main limitations:

VOLUME AND VELOCITY OF DATA

Websites, social media, point-of-sale systems, call center systems and new IOT data sources are generating massive volumes of data, often continuously.

SCARCITY OF RESOURCES

Even after integrating data, analyzing it in a practical and actionable way often requires skilled data scientists, who are difficult to hire and typically have more projects than they can possibly complete.



DATA INTEGRATION IS DIFFICULT AND TIME CONSUMING

Data exists in silos across different systems and extracting it out of the original sources and integrating it leads to numerous challenges and delays.

LACK OF REAL-TIME ANALYTICS

Traditional analytical approaches often create a historical view which in today's world of rapidly shifting consumer behavior, is rendered useless before it can be acted upon.



Customer journey analytics platforms are designed to overcome these challenges. A superior journey analytics tool is built to aggregate and present data in an easy, practical and efficient way to facilitate engagement with your customers at the optimal time via the best channel.

Customer Journey Analytics Delivers Immediate Business Impact



Leading companies are now using customer journey analytics to attain real business impact. Some of the most frequent applications include:

BOOST CUSTOMER ACQUISITION.

By identifying the high-impact journeys, paths to purchase, and uncovering purchase intent early, customer journey analytics can help marketers boost customer acquisition.

INCREASE RETENTION.

Loyalty marketers can use customer journey analytics to predict customer behavior, understand customer preferences, and recognize which actions work best in a given situation.

GROW REVENUE.

Customer journey analytics can help you grow revenue in a number of different ways. By identifying cross-sell/up-sell opportunities and triggering personalized communication at the right moment and through the right channel it can help you increase revenue per customer. It helps identify tactical enhancements that can be made throughout the journey to reduce costs and grow sales.

IMPROVE CUSTOMER EXPERIENCE.

By discovering bottlenecks in the customer experience, journey analytics can help you improve customer experience. It is far more predictive of customer satisfaction than other forms of analytics.

MAXIMIZE CUSTOMER LIFETIME VALUE.

Customer journey analytics can reveal which factors underlying customer lifetime value are most significant and help you identify ways to maximize it.

INCREASE MARKETING ROI.

By measuring and improving cross-channel efforts, journey analytics can help you get more value from your existing marketing technology stack, thus improving results and lifting your return on marketing investment (ROMI).

Telecom Company Understands And Improves Customer Self-Help

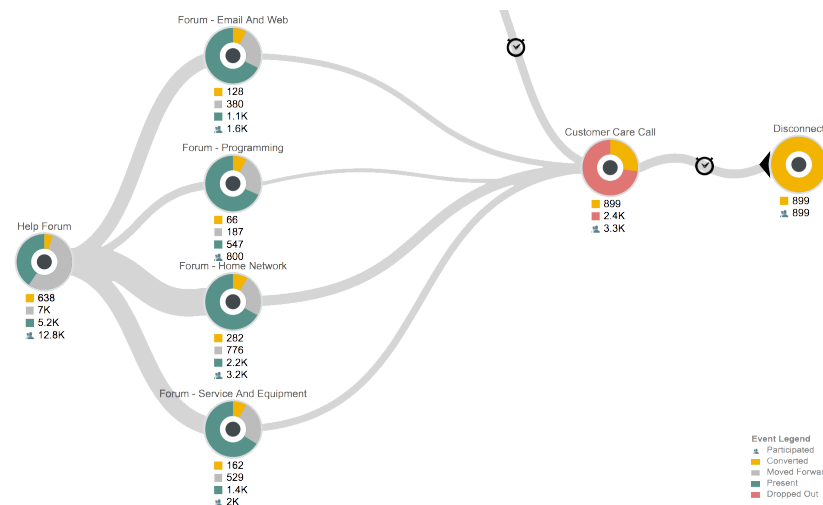
A leading telecom and media company reduces customer churn, improves customer experience and lowers cost to serve.

In only a few days, the telco's CX team used Pointillist to integrate data from its self-help and call center systems with operational data such as outages, truck rolls, and disconnects..

Using Pointillist's machine learning algorithms, they analyzed customer behavior to identify the most frequent and predictive paths that customers took after participating in each of the self-help mechanisms. This was the key to

unlocking the primary customer failure points most in need of improvement. Moreover, they were able to connect these failure points to customer churn and see the actual revenue loss associated with each failure point.

Based on these results, they were able to define and prioritize improvement initiatives. This set the telecom provider on the path to reduce customer churn, improve customer experience and lower cost to serve, helping them retain their highest value (LTV) customers and gain market share from competitors.



Premium Wine Retailer Turns In-store Customers Into Repeat, Online Customers

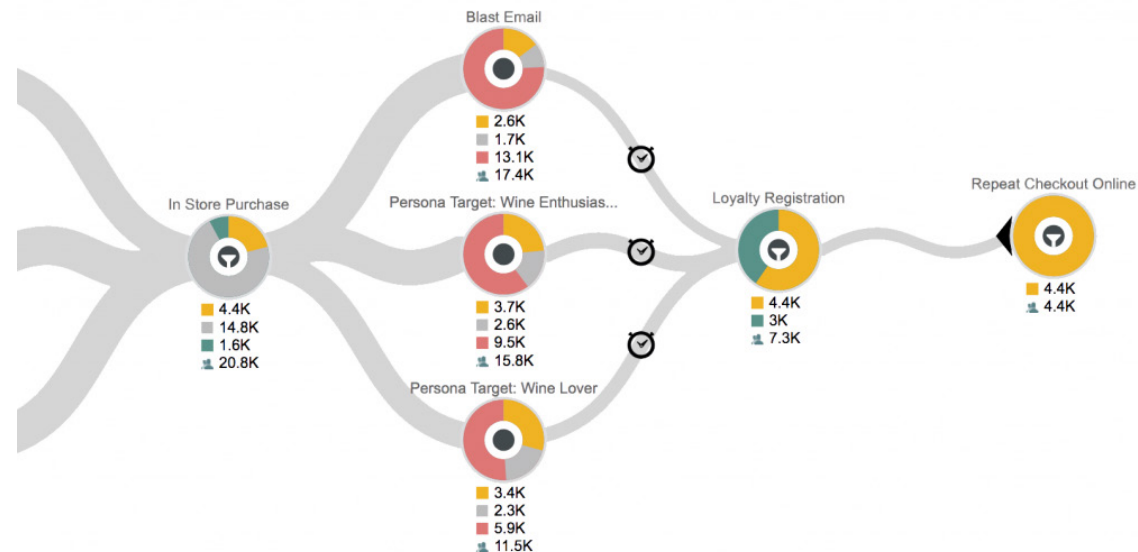
A premium wine accessory company improves loyalty program registrations and converts in-store customers into online customers.

Within a few days of quickly and easily setting up dataflow into Pointillist, the marketing group was able to uncover customer journeys on their own, without the assistance of IT or data scientists.

Pointillist allowed the client to analyze millions of point-of-sale transactions in minutes and connect them with loyalty program registrations, email responses and online behavior.

By tracking millions of individual customer journeys, Pointillist provided them with the information to create customized offers that further increased engagement levels.

Using Pointillist, the company quickly discovered which marketing campaigns are most effective at turning their in-store customers into repeat, online customers. They were able to identify the obstacles and determine the key interactions along the path to online engagement.



About Pointillist

Pointillist was born out of two passions:

- A vision to develop an easy-to-use platform that enables marketers and customer experience professionals to quickly reveal how their customers interact across touchpoints and over time, so you can engage with each customer through the best channel at the optimal time.
- An obsession with harnessing machine learning, so you can act like a data scientist and rapidly analyze the mountains of data that comprise your customers' journeys.

Pointillist is located in Boston, Massachusetts and is a business unit of Altisource Portfolio Solutions, S.A. (NASDAQ: ASPSP).



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