

CUSTOMER JOURNEY ANALYTICS FOR CX TEAMS

Powerful Insights. Visualized. Actionable.

Visualize Real Customer Journeys

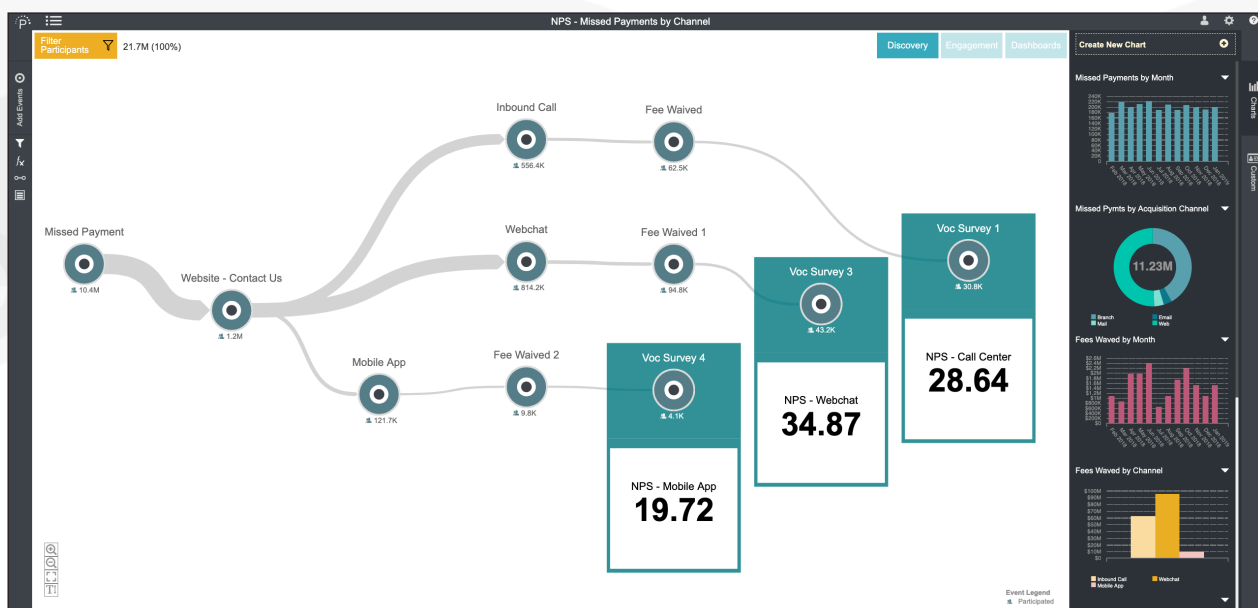
Pointillist customer journey analytics software reveals the unscripted customer behavior that occurs in the real world. It shows the actual paths your prospects and customers take, as they engage with your company across all your channels and over time.

Measure the Impact of Customer Behavior on Your Metrics and KPIs

Real-time customer behavior drives the quantitative metrics you're measured by, like revenue, customer lifetime value, churn and ROI. Unlike other customer analytics solutions, Pointillist lets you connect the dots between customer interactions and business goals in seconds, rather than days or weeks.

Create Personalized Experiences

Your customers expect personalized experiences driven by their current preferences and recent interactions. Pointillist enables you to engage your prospects and customers at optimal points along their journey, in real time and through the most effective channels.



Pointillist is Based on Three Key Innovations

AGILE DATA FUSION

Traditional data integration approaches are slow and labor intensive, leading to insights that are too late. Pointillist's Agile Data Fusion™ approach enables you to integrate your customer data in weeks not months. Start with the data you need most and incrementally expand your scope over time.

PROGRESSIVE IDENTITY MATCHING

Incorporate anonymous behavior into comprehensive customer journeys over time. Pointillist automatically links customer identities across touchpoints and channels, and lets you look back over time to link anonymous visitors with known individuals as they progressively reveal themselves.

AI AND MACHINE LEARNING

Artificial intelligence (AI), machine learning and predictive analytics capabilities help you rapidly test hypotheses, predict future behavior, and discover what your prospects and customers are doing before, after and within their journeys. Pointillist is like having a personal data scientist on call.

CX Teams Use Pointillist to Deliver Real Business Impact



Differentiate Meaningful Journeys from the Trivial

- Incorporate data from both quantitative methods (such as surveys or web analytics) and qualitative methods (such as interviews or ethnography)
- Determine your most important customer groups, journeys, and interactions
- Identify your costliest failure points to allocate company resources based on what matters most to your customers *and* your organization



Quantify CX with Journey-Based Metrics and KPIs

- Measure CX metrics like NPS®, CSAT and FCR at various points in the customer journey and understand what drives a change in the scores
- Pinpoint the drivers of customer satisfaction by understanding the journeys that influence your most (and least) satisfied customers
- Determine the impact of a poor experience on business objectives, like revenue, churn and customer lifetime value

