

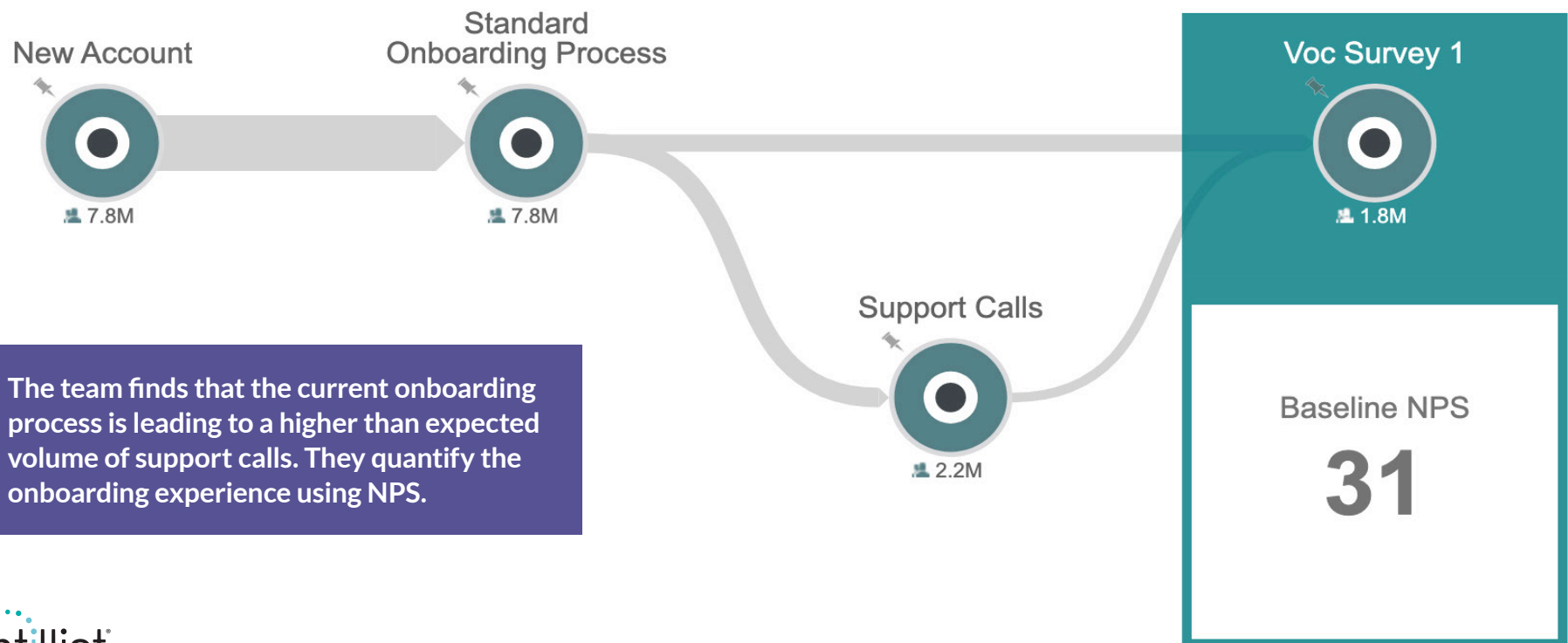
# Leverage Journey Analytics to Make NPS Actionable & Quantify the ROI of CX Initiatives

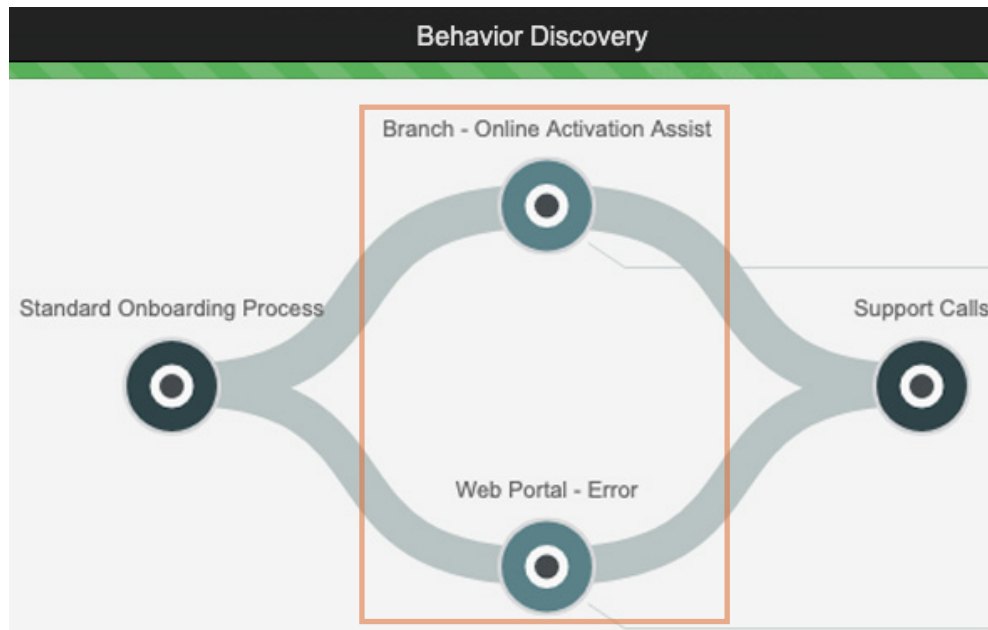
A leading bank uses Pointillist to identify CX issues in their customer onboarding process, launch a test initiative to improve the process and determine it's impact and ROI.

## The Challenge

Clients begin the onboarding journey by opening a new account before following the standard onboarding process for new customers. But during the onboarding process, many customers end up calling support.

The NPS rating at the end of the process is lower than expected. It's below both the bank's average and the industry benchmark. Based on this result, the team is determined to further investigate and discover the root cause of the poor experience.



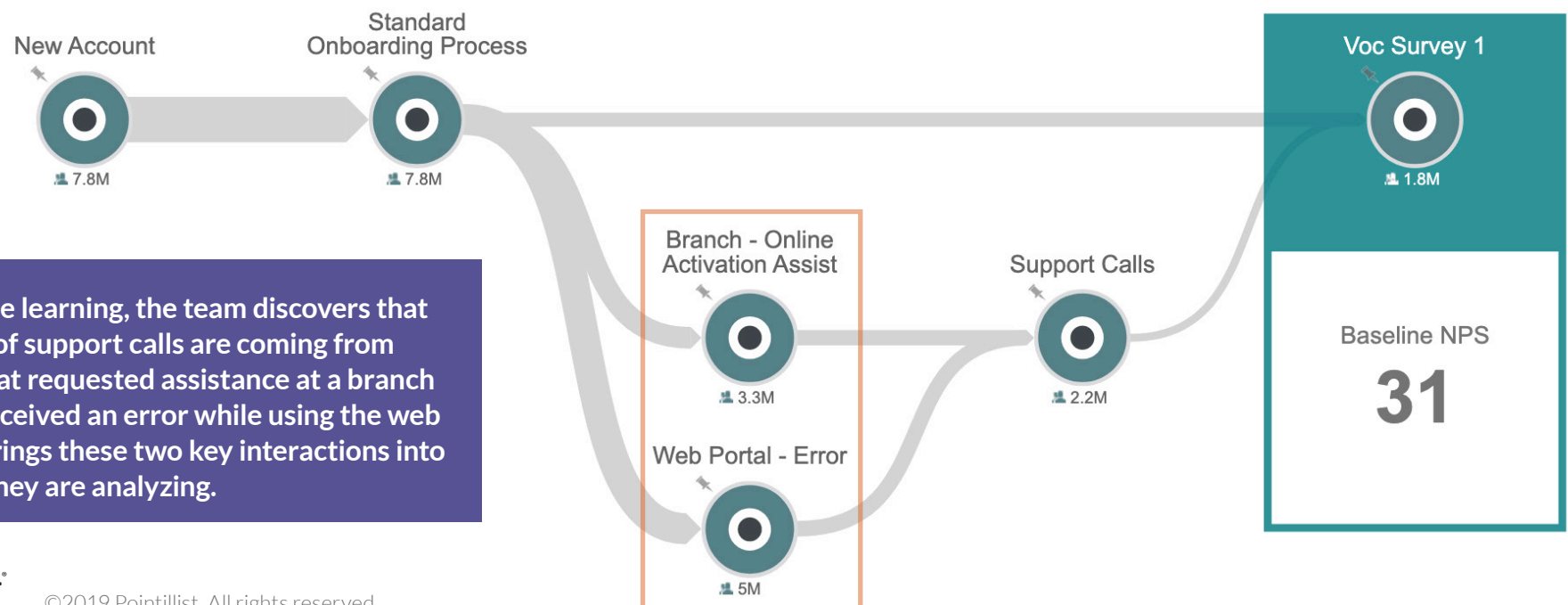


## The Solution

The team uses machine learning to discover the most frequent and predictive customer behaviors that occur between the start of the onboarding process and the support call.

They find that the majority of support calls are coming from customers that asked for assistance at a branch location or received an error while using the web portal.

After adding these two key interactions to the journey, the onboarding analysis contains behavioral data from 5 separate sources: a physical branch, web portal, call center, VoC and CRM system. The team now has a full picture of the cross-channel journey that is driving high support call volume and low NPS.



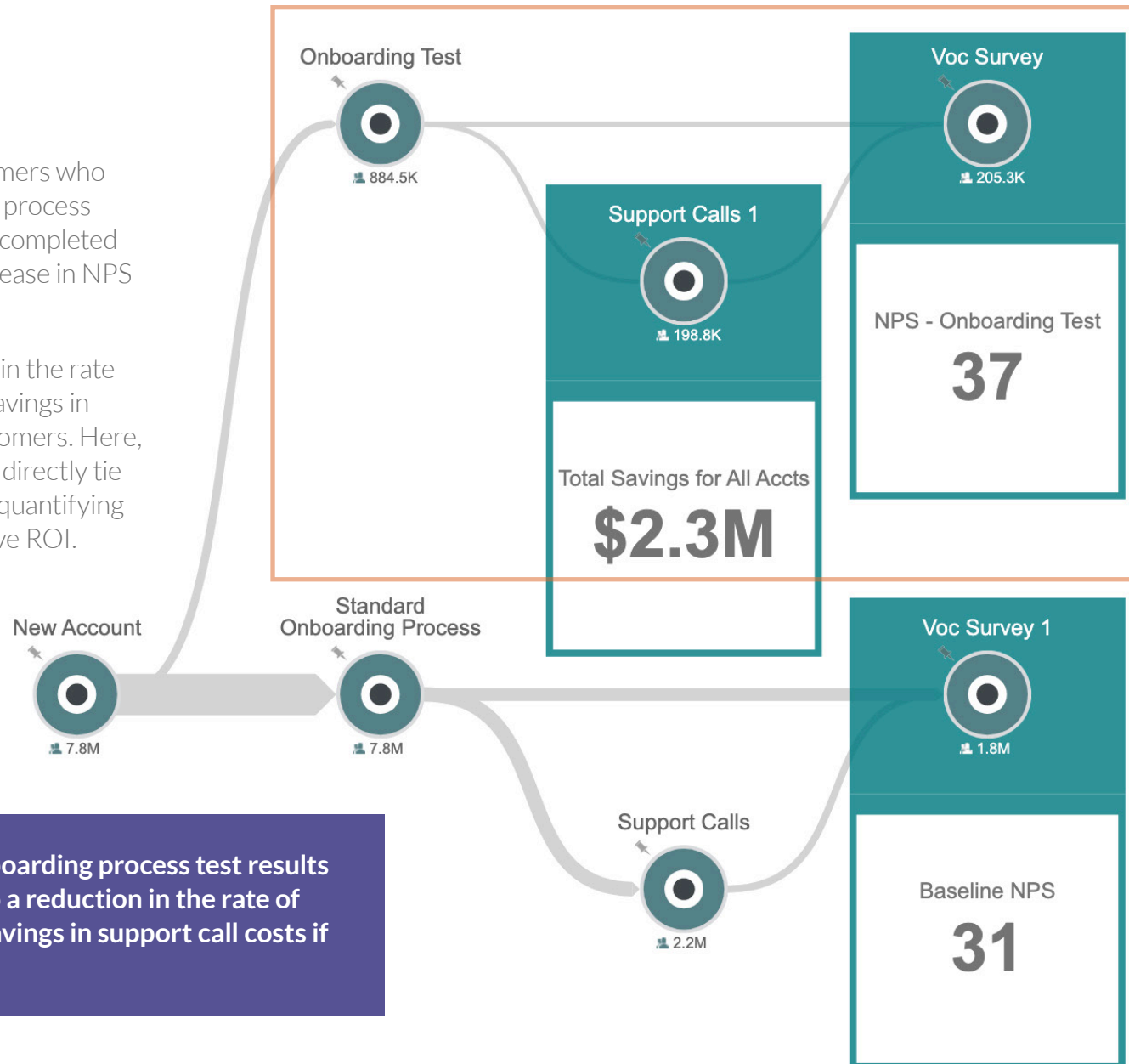
Using machine learning, the team discovers that the majority of support calls are coming from customers that requested assistance at a branch location or received an error while using the web portal, and brings these two key interactions into the journey they are analyzing.

The team launches a new project to improve the onboarding process by addressing these two issues. As the new onboarding process is tested, the team begins to analyze its impact in comparison with the original onboarding process.

## The Results

They compare the NPS provided by customers who completed the test of the new onboarding process with the NPS provided by customers who completed the original process and find a 6-point increase in NPS for customers using the new process.

The new process also leads to a reduction in the rate of support calls that could yield a \$2.3M savings in support call costs if applied to all new customers. Here, the CX team has used journey analytics to directly tie the impact of a CX initiative to NPS, while quantifying the financial impact on cost savings to prove ROI.



The team quickly finds that the new onboarding process test results in a 6-point increase in NPS and leads to a reduction in the rate of support calls that could yield a \$2.3M savings in support call costs if applied to all new customers.



## Discover and optimize your customers' journeys

Pointillist makes it easy for CX, marketing and analytics teams to rapidly uncover actionable customer insights to dramatically improve customer experience and impact the KPIs that matter most to your business.

- Quickly understand customer behavior across all touchpoints & channels over time
- Uncover and predict high-impact customer journeys
- Drive personalized, multi-channel customer experiences

Unlike other customer analytics solutions, Pointillist lets you connect the dots between customer interactions and business goals in seconds, rather than days or weeks. By using machine learning to reveal high-impact journeys and predict likely behavior, Pointillist is like having a personal data scientist that's always on call.



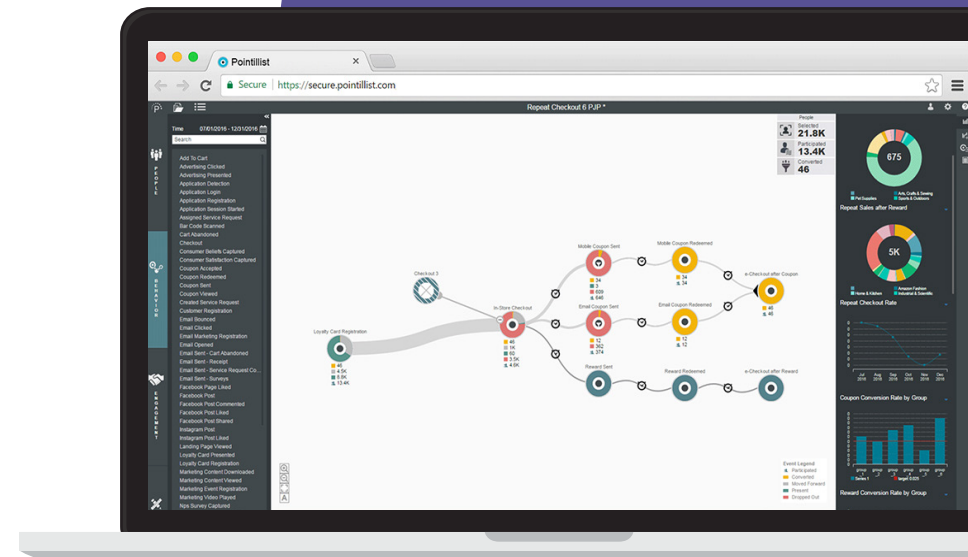
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