



Take the road to implementation.

Discover the pathways to a successful implementation of Adobe Customer Journey Analytics.



Understanding the customer journey is essential to making it better.

Today's customer journeys are more likely to look like unruly squiggles than straight lines. According to research from Forrester Consulting, consumers interact with at least eight touchpoints before every purchase. These touchpoints include branded websites, mobile apps, call centres, social media, in-person stores and more. Moreover, the growth in omnichannel services like kerbside pickup means customers often move between channels during the same transaction.

While today's more complex customer journeys give consumers unprecedented flexibility, it's harder than ever for brands to map them and track their performance. For example, customer behavioural data from website experiences, in-person experiences and call centre experiences may all be stored in separate systems.

When data is siloed like this, getting a complete picture of each individual's path to purchase – and what

went right and wrong at every stage – can be a major hassle. It may require data to be manually exported from multiple systems and periodically reunited in a spreadsheet or business intelligence application. It may even necessitate custom analytic applications to be built.

Dive deep into your customer journey with Adobe Customer Journey Analytics.

Fortunately, there is a better way. Adobe Customer Journey Analytics allows you to combine data from all your internal and external sources to map your customer journey under a common customer identifier – and identify where friction is making it harder for your customers to get what they need.

Built on the Adobe Experience Platform, Customer Journey Analytics uses Adobe’s Experience Data Model (XDM) to standardise data from both internal and external sources, including non-Adobe platforms. It also incorporates the Analysis Workspace from Adobe Analytics, which makes it easy and straightforward to use.



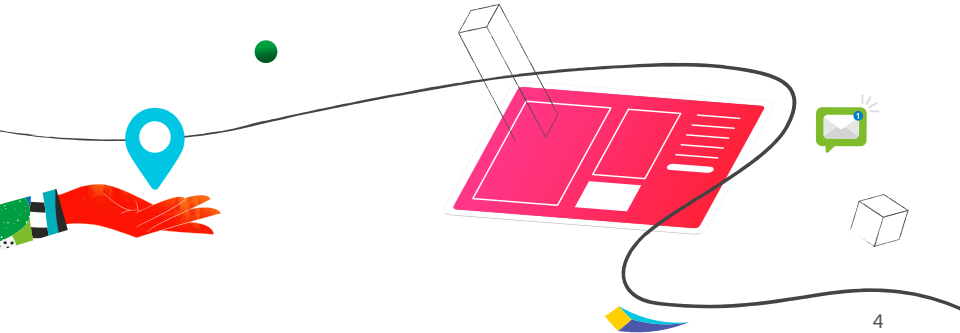
A blueprint for a smooth implementation.

Because Adobe Customer Journey Analytics looks at data from every stage of the customer journey and every channel, you can analyse the entire customer journey in all its glorious complexity with one tool – and without moving data around manually.

But making the leap from fragmented data and piecemeal analytics is also a journey. It requires a firm commitment from your organisation's leadership team and IT team, as well as close collaboration with the groups that own the data sources you need to access.

Understand what you want to accomplish.

The first step of any implementation project is to define what success will look like for your organisation. For Customer Journey Analytics, this usually means identifying and prioritising the business challenges you'll use it to address.



Adobe customers commonly use Customer Journey Analytics to:

- **Map the entire customer journey** – Data from your call centre, point of sale systems and digital channels can be combined into a single reporting view so you can see exactly what happens before and after purchase.
- **Make customer journey insights available to more teams** – Marketing, sales and customer service organisations can analyse customer journey data directly without having to engage IT or highly trained data scientists.
- **Identify roadblocks that add friction to your customer journey** – All of your teams can uncover problems with your customer journey, such as a lack of coordination between channels that results in frustrating experiences.
- **Uncover hidden customer needs** – Multichannel analysis can reveal gaps in your customer experience that leave customers unable to get what they need.
- **Attribute results** – Mapping your entire customer journey makes it easier to attribute revenues and other results to individual touchpoints and campaigns.

Once you have a solid idea of how you will be using Customer Journey Analytics, you'll be in a good position to develop business requirements and prioritise functionality for your deployment.

People, process, technology.

Having access to the people, processes and technology you need to deploy Customer Journey Analytics is key to a successful implementation. Because it relies on data sources captured at every stage of the customer journey, implementation will be a team effort that could touch every customer-facing part of your organisation.





People.

The people you'll need to deploy Customer Journey Analytics should have a deep understanding of the data that is captured during the customer journey, where and how that data is stored and the security standards that may apply to it.

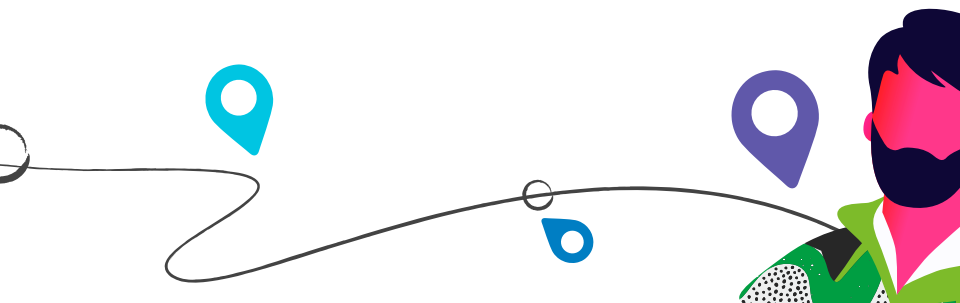
Implementation teams for Customer Journey Analytics may include the following roles:

- **Enterprise architect** – The enterprise architect will consider how Customer Journey Analytics will fit into your company's existing information technology architecture.
- **Data architect and supporting teams** – The data architect will build necessary schemas and data models to standardise data for ingestion by Customer Journey Analytics, so familiarity with Adobe's XDM will be required. Supporting teams – those responsible for the various customer data sources – will work closely with the data architect to normalise data and make it available to Customer Journey Analytics.
- **Digital strategist and supporting teams** – The digital strategist will define critical marketing and business use cases for Customer Journey Analytics in your organisation and may be charged with writing business requirements. Supporting teams should include any group in your organisation that is asking for customer journey data and analytics and may wish to review or add to the requirements document.
- **Development team** – The development team will be responsible for any code needed to connect your existing technology environment to Customer Journey Analytics on Adobe Experience Platform and Adobe Experience Cloud, including integrations.

- **Information security** – Depending on the sensitivity of the data Customer Journey Analytics will analyse, you may need to consult with your IT team's information security group to understand security standards for your various data types. Security requirements may mandate limiting access to certain datasets or data elements.
- **Network and DevOps teams** – These teams will work with your development, project management and IT staff to oversee code releases and testing.
- **Quality assurance (QA)** – QA resources will provide feedback on project specifications and technical design documents. They may also write scripts for quality checks and manage quality testing through the course of the project.
- **Performance test engineer** – The performance test engineer will gather non-functional requirements, define the load-testing strategy, design the test suite, execute the tests and communicate the results with data scientists.

Getting help.

Not every organisation has all the people needed to deploy Customer Journey Analytics. Fortunately, Adobe Consulting is here to help. Our team can help most organisations deploy Customer Journey Analytics in roughly 18 weeks using our proven roadmap. In the [Forrester Wave Report on Adobe Implementation Services](#), Adobe Consulting received a 5 out of 5 for Adobe Experience Platform services, which includes Customer Journey Analytics.



Process.

Adobe's Consulting Services organisation has helped numerous customers get started with Customer Journey Analytics. Based on these experiences, we've developed a roadmap for deployment that can help you go live on schedule and realise the benefits of Customer Journey Analytics as soon as possible.

The roadmap includes five phases:

1. **Kickoff** – This phase focuses on project planning. Activities include holding an introductory meeting, setting up collaboration tools and building a project schedule.
2. **Definition** – During this phase, the implementation team defines business, technical and quality assurance requirements. Outputs of this phase include a business requirements document, an enterprise architecture and technical specifications document, and a performance testing plan.
3. **Design** – This phase focuses on getting your data ready for use in Customer Journey Analytics. It includes data onboarding design, data modelling, data profile and quality assessment, and setting up your Adobe Experience Platform data lake. At the end of this phase, datasets should be prepared for Customer Journey Analytics and technical specifications should be finalised.
4. **Go live** – Going live includes setting up the production environment, performance testing, building and validating connections to data sources and data views, and building out the Customer Journey Analytics workspaces.
5. **Value** – This final phase includes user training and mapping out future phases of work. It can also be an opportunity to identify desired business outcomes for each phase and the KPIs you will use to measure them.

Customer Journey Analytics deployment dos and don'ts.

Do:

- Understand how you're going to use Customer Journey Analytics before you kick off implementation.
- Involve stakeholders from every team that contributes to customer experiences.
- Make sure all the data you're planning to use with Customer Journey Analytics complies with relevant privacy regulations.
- Ensure you understand the security requirements for all the data you bring into Customer Journey Analytics.
- Have a common customer identifier in all datasets that can be used to unify datasets at a customer level.
- Choose an experienced deployment partner.

Don't:

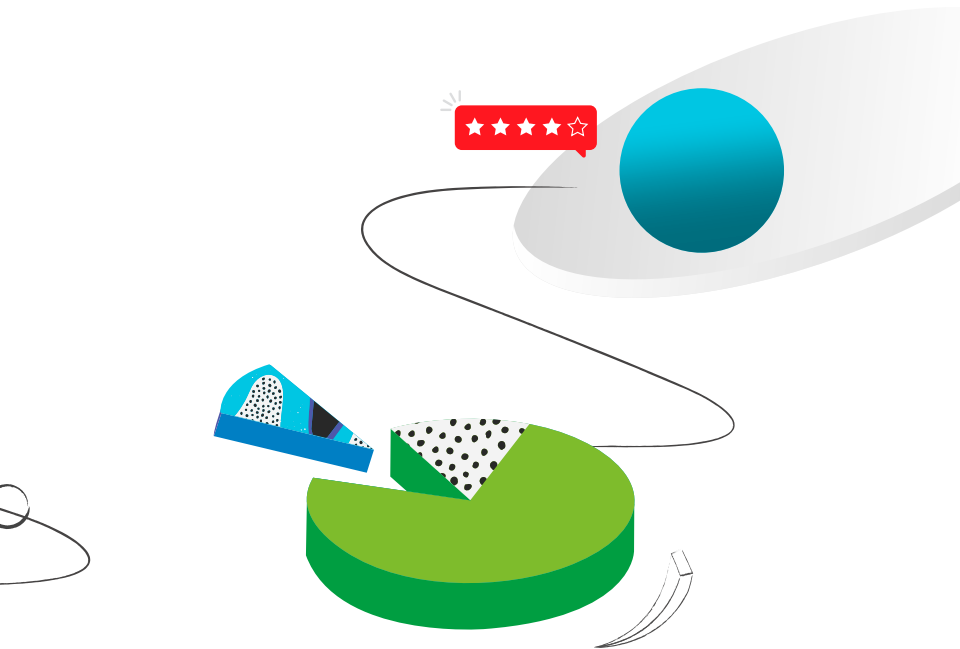
- Neglect to document your use cases.
- Forget to connect your offline channels.
- Assume you need only one or two people who know how to use Customer Journey Analytics.
- Fail to plan for testing or training.



Technology.

Adobe Customer Journey Analytics is part of Adobe Experience Platform, a leading cloud-based experience management platform. Experience Platform comes with [proven privacy, security and data governance features](#) built in. Certified to meet several global industry and security standards, Experience Platform uses policy enforcement automation to control access to data across your organisation and keep it secure.

Experience Platform is [built on open APIs](#), making it easy to integrate with both Adobe and non-Adobe applications. In fact, Experience Platform offers many pre-built connectors between Customer Journey Analytics and a wide variety of popular applications.



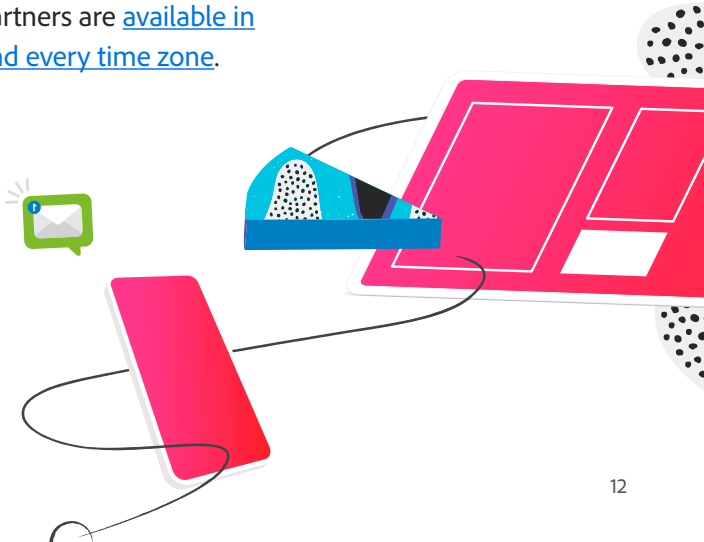
Getting started – we have everything you need.

When implementing Customer Journey Analytics, Adobe is there for you every step of the way. We provide [online documentation](#) to help your team get started with Customer Journey Analytics. You can also visit The [Adobe Experience League](#) to access a library of tutorials and other resources.

If you need more help or want to fast-track user training, Adobe Consulting offers training packages to bring everyone on your team up to speed. Moreover, our consultants can help you plan the next phases of your project. Another option is to take advantage of in-depth courses available through [Adobe Digital Learning Services](#).

A further resource is Adobe's network of third-party solution partners – among the biggest in the world. They can work in tandem with Adobe Consulting or on their own and they offer a wide range of services, from deployment to region- and industry-specific expertise.

Our solution partners are [available in every region and every time zone](#).



Post-implementation – we're with you for the long haul.

Even after your implementation is successfully completed, Adobe will still be there for you. We are committed to continually updating all the resources available through the Adobe Experience League and adding new ones – such as courses, documentation, videos and instructor-led guides – to meet customer needs.

Our support team is always ready to answer your questions and provide additional assistance. Plus, our Consulting Services group can help if you have internal bandwidth constraints or need knowledgeable business or technical help.

Learn more.

[About Customer Journey Analytics](#)

[3 tips for a faster Adobe Experience Platform implementation](#)

[How Brands Realise Value with Customer Journey Analytics](#)

Adobe Customer Journey Analytics

Adobe Customer Journey Analytics, a service built on Adobe Experience Platform, can break down, filter and query years' worth of data and combine it from every channel into a single interface. Real-time, omnichannel analysis and visualisation allow companies to make better decisions with a holistic view of their business and the context behind every customer action.

Sources

"B2B And B2C Companies Face Similar Hurdles with Complex Buyer Journeys", Forrester Consulting, May 2019.



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