Orchestrate Journeys to Enhance Customer Experience

Joana de Quintanilha, VP Principal Analyst

FORRESTER®

BOLD AT WORK

Smart firms are bending so they don't break…

"The days of designing an ideal "to-be" state are gone. Organizations need to define the target customer experience, then tackle the integration of […] data. An agile culture is essential to deliver the future state experience and real business improvements with speed."

— Erich Rich, ELIXIRR

The use of **real-time data** at the **individual** customer level to analyze **current behavior, predict future behavior**, and **adjust the journey in the moment** for increased customer lifetime value, operational efficiency, and business results.

Key principles of journey orchestration

- **Individual** (resolves customer identities to individual journeys)

- **Contextual** (analyzes journeys to reveal intent and context)

- **Continuous** (it must be able to bridge all silos, touchpoints, devices)

- **Emotionally attuned** (it must be viewed from the customers' perspective and follow their emotional curve)

- **Progressive** (it adjusts the journey in the moment and adopts a long-term view, focusing on building value and trust).
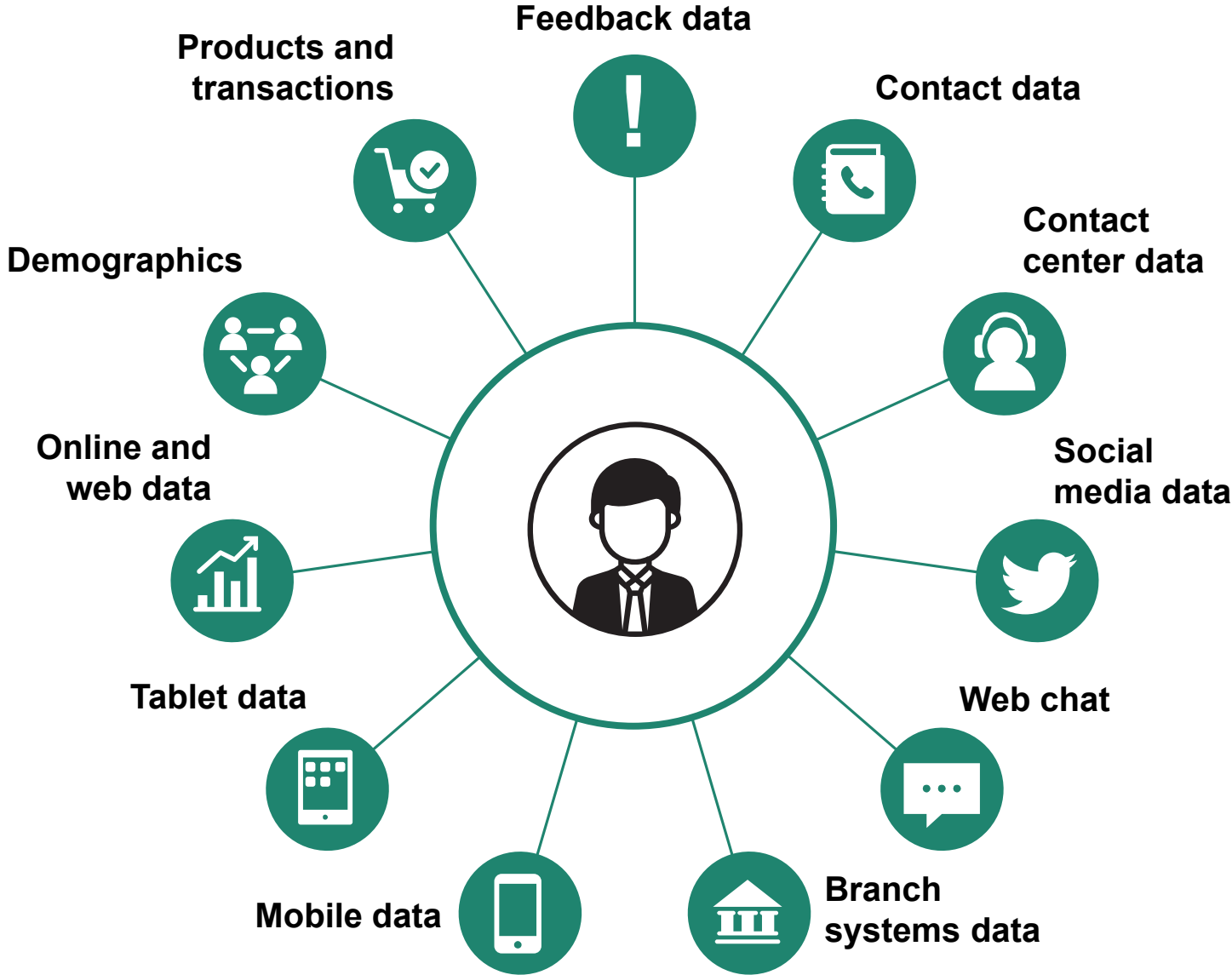
Building connections and empathetic engagement

____

- Rapidly individualizing omnichannel Covid-19 content based on what a brand already knows (mortgage payment breaks)

- Calm rather than exacerbate customers' fears

- Journey audits, prioritising the journeys with the most negative results ie. a focus on password reset journey

- Identifying key workers and vulnerable audiences to step in where a customer is an offline only customer or needs additional support

- Suppress up-sell/cross-sell and other marketing messages unless specifically related to customer's intent or action

It's the customers' journey(s), not yours…
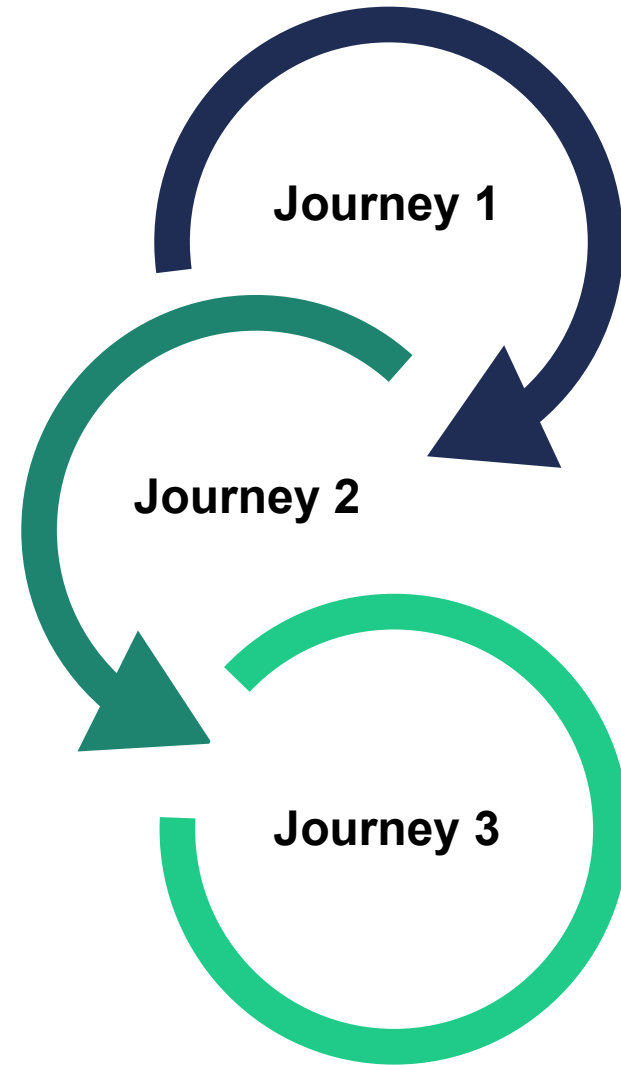
Balance company and customer priorities

Feedback data

Products and transactions

Contact data

Demographics

Contact center data

Online and web data

Social media data

Tablet data

Web chat

Mobile data

Branch systems data

Orchestrate "baskets" of journeys

Journey 1

Journey 2

Journey 3

Start orchestrating key journeys now…

Thank You.

Joana de Quintanilha   VP, Principal Analyst

BOLD
AT
WORK