



How to win in the experience era with customer journey intelligence.



Today's customer journey is more complex than ever.

As the world has become digital-first, it's no wonder that omnichannel experiences are getting more sophisticated—with nearly as many customer journeys as there are customers. And while no two journeys look exactly alike, we can explore an example of a common experience: Let's imagine you're a tech company that sells a new application that helps consumers improve their fitness, or perhaps you're selling the application to another company who will then advertise it to their customers. The journey—from discovery to try to buy—could span weeks or even months and include as many as a half dozen channels.

Maybe most new customers hear about your new fitness application from a friend and search for it online. Arriving at the website via a paid Google Search ad, they browse the site for information and pricing before downloading the app via the app store on their mobile device. After registering for a free trial, they begin to use some of the free features. A few weeks into their journey, after a series of email campaigns and push notifications, they decide the app's value warrants an upgrade to the paid version. But soon, as with many fitness apps, usage begins to diminish over time and churn risk is increasing. In fact, you notice a lot of customers are using the support chat function within the app. Suddenly, customer churn begins to increase. Now you have a real problem.



Today's customer analytics approach.

In today's experience economy, the customer experience is the differentiator when it comes to driving customer loyalty and wallet share. This means the customer should be at the center of everything you do, especially the focal point of your company's analysis. Unfortunately, that's not the case with most organizations. While investment in analytics has grown over the past several years, most organizations are stuck in traditional analytical practices. Each team across the organization is using analytics to address channel-specific objectives.

Let's stick with that fitness app example we just mentioned. Maybe the customer care team is worried about Net Promoter Score (NPS), while the marketing team is focused on campaign conversion and return on investment. Meanwhile, the product team is focused on feature usage and daily active users. Unfortunately, this siloed approach to customer analytics is leading organizations to make channel-specific customer experience decisions outside of the context of the full customer journey. As a result, the customer experience suffers, and customer loyalty suffers along with it.



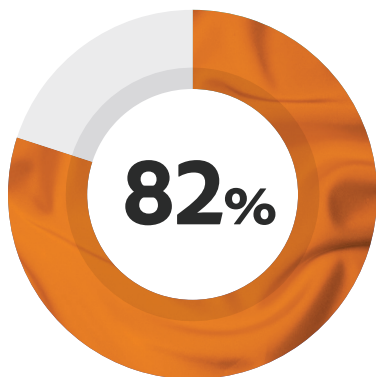
And because teams aren't working together, the app's channel-specific objectives and KPIs don't translate effectively to designing customer experiences that stand out from start to finish. For example, while the product team is reporting strong usage of key features, customer support is reporting increasing chat volume and low NPS because of specific challenges with payment options. And at the same time, marketing is targeting customers with high usage via a new upsell campaign promoting the premium version of the app. This type of disjointed experience can lead to customer frustration—and ultimately the decision to cancel their subscription.



Customer journey intelligence is the path to the future.

To get ahead of this issue and effectively design and deliver the best experience to the right customer—and at the right time in their journey—you need customer journey analytics. Understanding where the customer is in their journey, the type of journey they're on, and the intended outcome of their journey is critical to delivering the right experience at the right time. Journey analytics is more than aggregating customer data in a business intelligence (BI) tool. It's all about stitching together time-series data from multiple sources at an individual level and then taking it to the next level: analyzing the journey to identify patterns and customer preferences. And the payoff is significant.

According to Futurum Research, 82% of brands recognize that the ability to meet and exceed consumer expectations proactively is tied to the ability to capture and analyze real-time data.



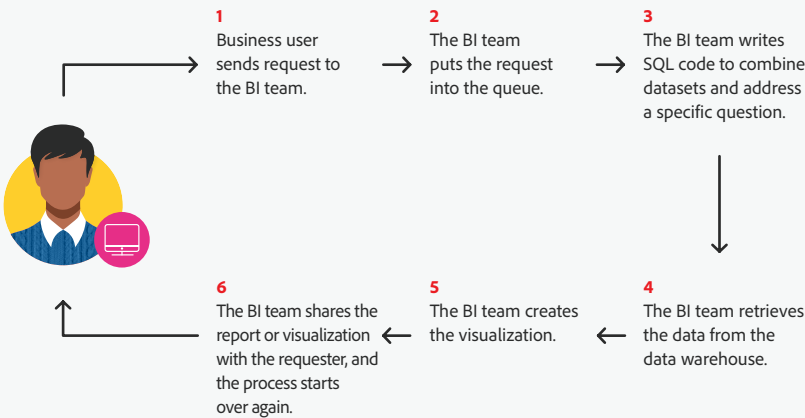
Customer journey analytics provides answers to incredibly complex queries that, among other things, attempt to understand the customer's behavior during the most important touchpoints of their customer lifecycle. For instance, here are some questions customer journey analytics can address:

1. Which combination of channels and touchpoints (digital and physical) lead to the best outcomes for a specific customer segment?
2. Which touchpoints lead to a customer contacting support?
3. What is the most effective channel to interact with the customer?
4. What other paths were chosen by other customer segments?
5. What behaviors and preferences define the type of customers taking each path?
6. Which touchpoints (digital and physical) lead to the customer deciding to churn?



The current analyst workflow needs modification.

Today, most organizations are attempting to address these types of customer journey questions using a variety of tools that were built for a particular analytical purpose. Unfortunately, the current workflow to address customer journey questions is inefficient and takes a huge amount of resources. For example, to answer a question like, "Which touchpoints (digital and physical) lead to the customer deciding to churn?," the process is something like this:



Questions can take a long time to answer (weeks to months).

The challenge with this analysis is that it requires significant time and data-science resources. What needs to be addressed in minutes often requires days or weeks with dozens of lines of SQL code. Internal Adobe data estimates that at one large tech company, each new business question costs as much as \$1,500 in time spent. Plus, the time lost by traditional analyst workflows means you miss out on chances to optimize customer experiences even more. And that leads to even more problems like lost revenue, either through customer churn or lost opportunity.

The traditional customer journey analysis workflow is riddled with other problems, such as inconsistent analysis quality due to new SQL being required for each query and the inability to act on journey insights, these insights are often stuck in visualization tools.

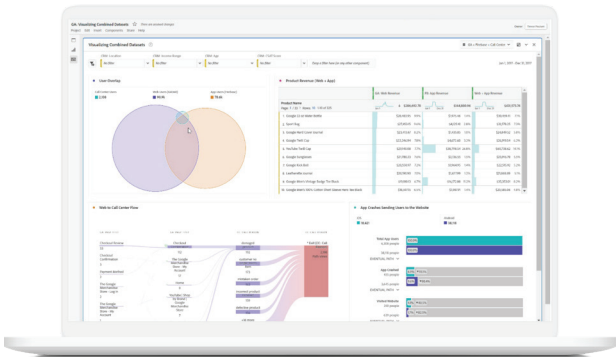


A better approach to customer journey analysis.

Fortunately, there's a way to improve those processes. Adobe Customer Journey Analytics was designed to organize and aggregate massive amounts of data—from person-level to event and beyond. And it was built specifically for real-time, interactive customer journey analytics, setting it apart from other offerings. In contrast to these other tools, it has powerful capabilities like attribution, segmentation, sessionization, and pathing built in—so that users can quickly and easily discover and act on customer insights.

Customer Journey Analytics also eliminates any reliance on other BI processes that take up all your resources and require significant time and SQL expertise. Instead, Customer Journey Analytics empowers teams to interact with full customer journey datasets, so they can ask and answer questions of the data as quickly as they need.

For example, despite having one of the largest BI and data science functions in the world, one large multinational tech customer turned to Customer Journey Analytics because their frontline customer experience owners required faster access to insights, internal Adobe data showed.



Winning in the experience era.

To win the experience era, it's imperative to reorganize your analytical practices around the customer and their journey. Take the next step today in your analytics evolution with Adobe, and start using modern customer journey intelligence solutions to understand customer behaviors and friction points across the entire journey. Only then will you be able to truly design and deliver satisfying experiences in the moments that matter.

Learn more about what Adobe Customer Journey Analytics can do for your organization.

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