



DIGITAL TRANSFORMATION

Breathe new life into the customer journey

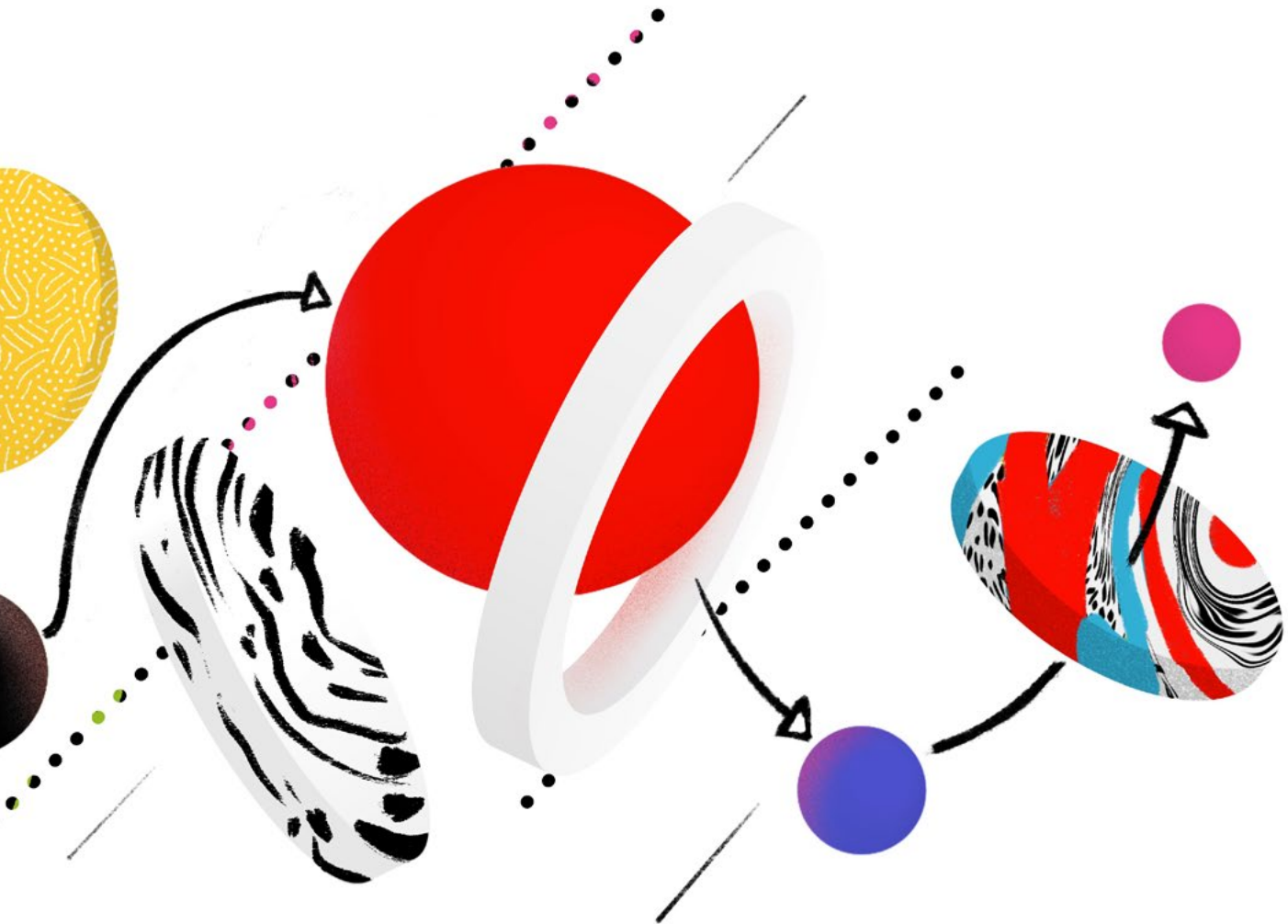


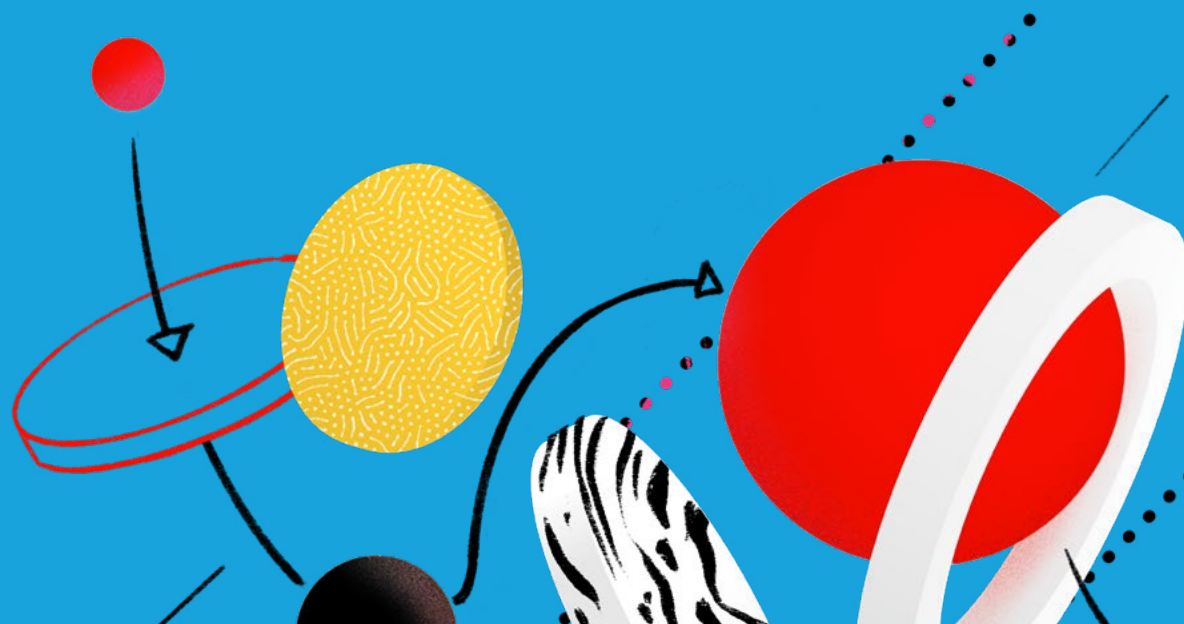
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Emma is a VIP member of her corner gas station's loyalty programme. While on her way to work, she notices a new gas station and considers stopping there instead. As she approaches, a promotional message from her go-to station flashes on her car's computer: "Buy gas, get a free oil change."

Emma remembers that she used her loyalty programme app yesterday to reserve a pump at her favourite station—a perk she could really use after seeing long lines of cars waiting at both stations today. She considers the free oil change and decides the new station can wait.

Pulling up to the familiar pumps, her mobile app displays the station café's special of the day: a free pastry with a coffee purchase. With the help of her car's computer, Emma pays for her gas from the driver's seat then heads into the store to get her morning fix. She even takes advantage of the free Wi-Fi to finish up a couple of reports before heading into work.





Welcome to the world of customer journey analytics

In our example, Emma moved smoothly from connected car to mobile app, back to connected car, and on to an in-store visit. She switched devices without thinking, letting the experience move her through the original purchase—and an upsell.

On the back end, there's a lot more going on. Marketers and analysts are juggling several moving parts to make that experience possible. They push and combine behavioural data with their customer relationship management, loyalty, and point-of-sale data. They use artificial intelligence and machine learning to identify how likely Emma is to purchase at a given time so they can push special offers to the appropriate device.

In short, they're using analytics to piece together the entire journey that Emma takes with their brand—both online and offline—so they can identify ways to make her experience as easy, satisfying, and valuable as possible.

In the past, brands didn't have analytics tools that were advanced enough to help them get a complete view of the customer's journey. In fact, most analytics tools could only identify customers by the devices they used to visit their website, and they couldn't connect multiple devices to one customer.

But things have changed. Customer journey analytics brings the customer behind those devices to life over time—learning their favourite pastry choice, when they're most likely to buy gas, and how long they stay online while in the station's café. And brands can adjust in real time to make all of those interactions even better.

Visualising every step of the journey

Gartner describes customer journey analytics as “the process of tracking and analysing the way customers use a combination of available channels to interact with an organisation.” This includes the websites they visit, the mobile apps they use, the emails they receive, and the call-centre conversations they have, as well as offline interactions like sales calls, company events, or conferences.

For Hyatt Hotels, delivering memorable experiences at each step of the customer journey helps them build lasting relationships with their guests.

Hyatt uses customer journey analytics to find out how customers respond to the digital experiences they provide, down to interactions at the hotel. They share this information with each property so they can see how digital strategies managed at the corporate level are performing at their location in real time and adjust when necessary.

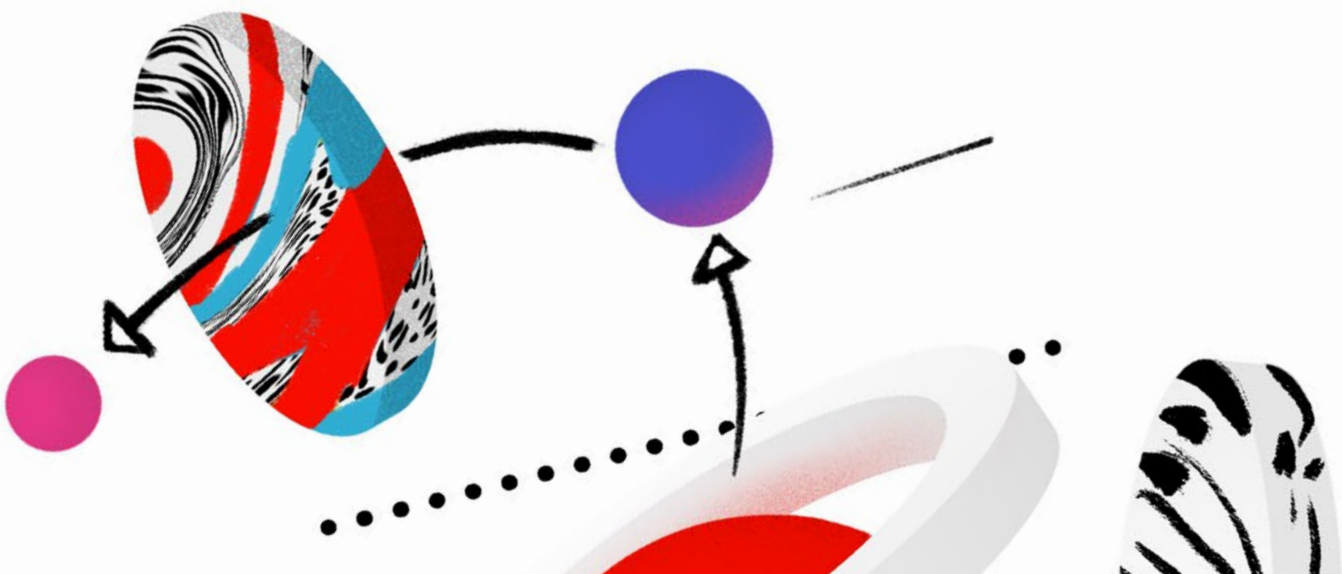
Even if you're not a large hotel brand, you can clearly visualise every interaction with customer journey analytics, allowing you to look beyond the devices to the people who are using them instead. And you don't have to be a data scientist to do it.

When analytics joins the customer journey, you can combine customer data from multiple systems, get to know customers across devices, and measure the success of your interactions.

“ The customer journey for us begins as soon as a customer starts dreaming about her vacation. It then progresses into researching and booking the perfect property, having a great experience at one of our hotels, and then sharing those experiences with family and friends.

Ellen Lee

Former Senior Vice President of Global Digital,
Hyatt Hotels Corporation



Stitch together customer data.

With customer journey analytics, you can stitch data together from multiple platforms:

- Customer relationship management systems
- Content management systems
- Analytics
- Social media accounts
- Paid media

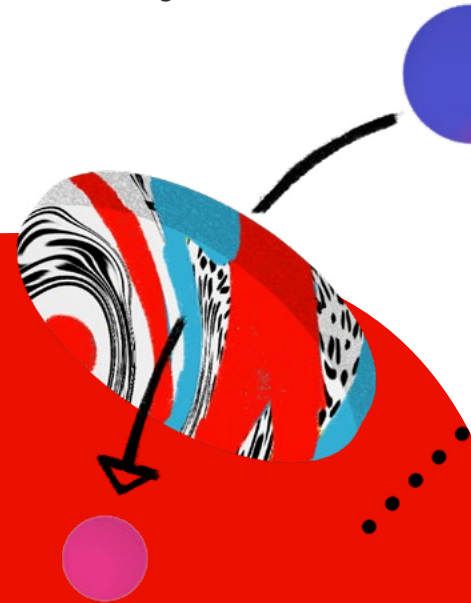
This data will help you visualise how customers move through their journey—including where they're succeeding, and where they're dropping off or having problems. Your teams can share knowledge and analysis so they can more quickly understand what's happening, take action, and stay aligned.

Gather insight from across your organisation

To make it work, you'll first need to gather teams from across the organisation who are involved in creating the customer journey: marketing, sales, customer success, and others. Then discuss the kind of cross-device experiences you want to enable and the shared goals around making the customer journey a success.

“ It's an organisational mindset. You have to embed journey thinking into the organisation to do it well.

Joana van den Brink-Quintanilha
Principal Analyst, Forrester Research



Get to know customers across devices

When customers log in to your site, it's easy to find out what they're viewing and how they're behaving. But when they use different devices and don't log in each time, you could end up marketing to them like they're four different people rather than one person using four devices.

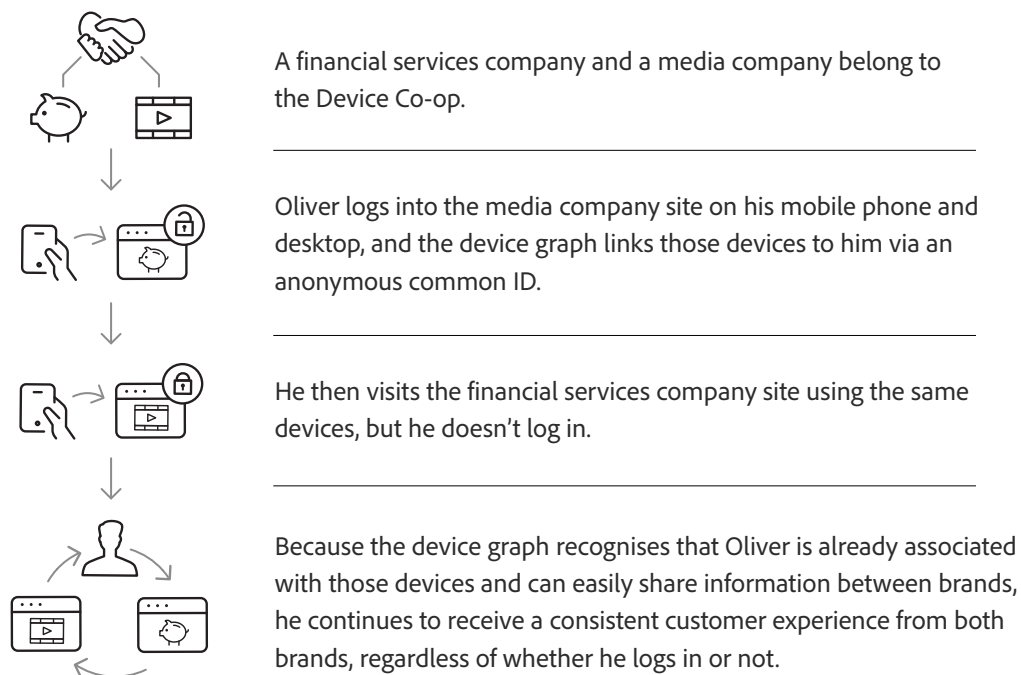
Customer journey analytics can help you understand how people are moving across devices by tying each device to a person, whether they're logged in or not. So when a customer browses for a bathing suit on their tablet, the retailer will recognise them and customise future experiences on their other devices. The retailer might feature the same bathing suit on their home page when the customer visits from a desktop computer or send a relevant special offer to their mobile phone the next time they pass by the physical store.

How to understand cross-device behaviour.

If you want to make sure you're always giving customers what they want, you need to know which devices belong to which customers. The Adobe Experience Cloud Device Co-op can help you do just that. It's a programme that lets participating brands work together to identify customers across touchpoints in an anonymous way, protecting consumer privacy.

The Device Co-op does this by gathering data about logged-in and anonymous users without collecting any personally identifiable information like names, email addresses, or payment data. It then generates a device graph—a set of all people and their associated devices—and shares this data with the solutions within Adobe Experience Cloud.

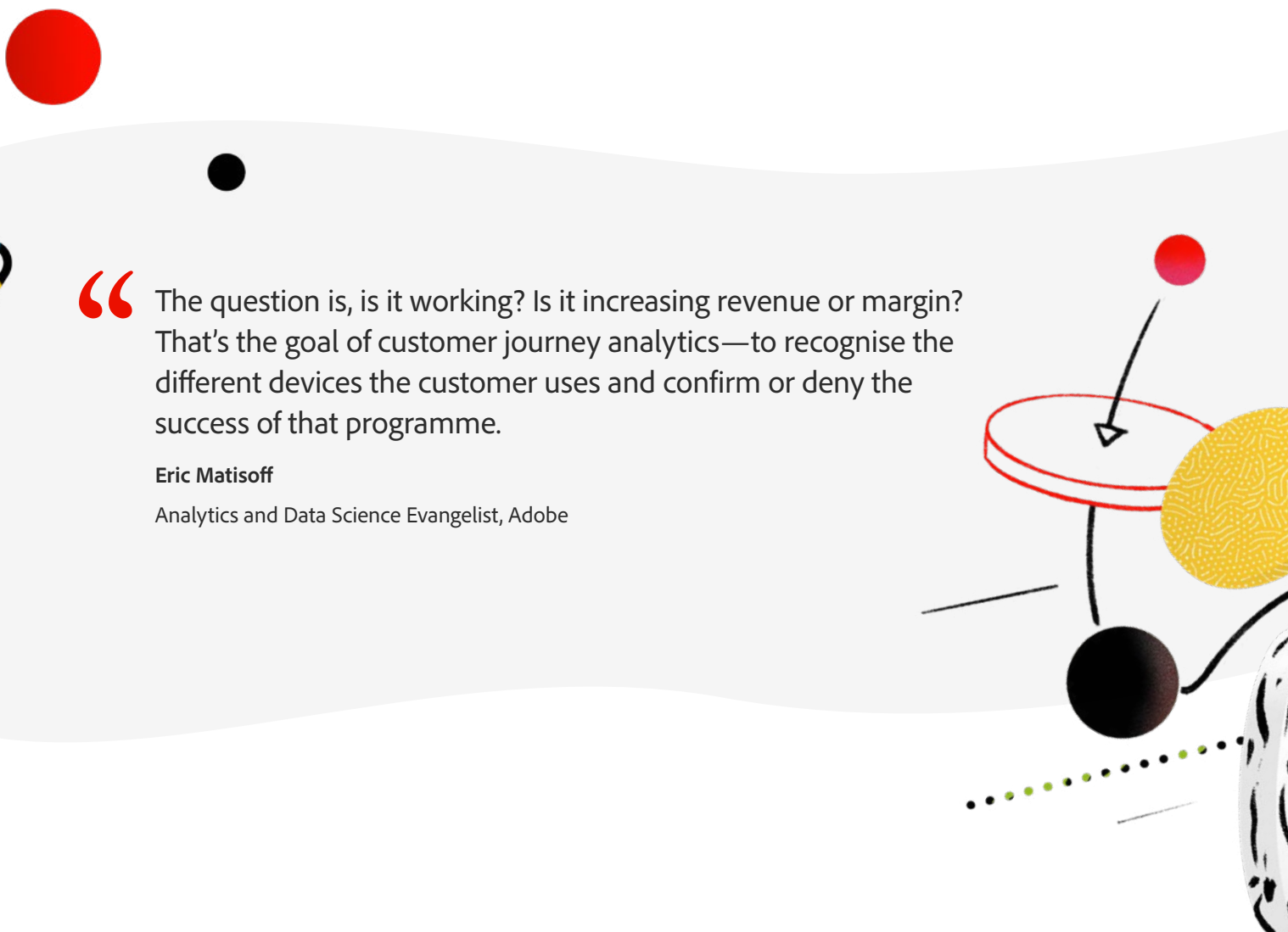
Here's how it works:



Measure the success of every interaction

Understanding which interactions entice people to read, click, or buy, as well as how much credit each interaction deserves has never been a cut-and-dried process. And with the number of consumer devices growing, attribution is becoming even more complicated.

With customer journey analytics, however, every ad or interaction that influences a conversion—from mobile to smartwatch—is brought into the equation. So you can give credit where credit is due.



“ The question is, is it working? Is it increasing revenue or margin? That’s the goal of customer journey analytics—to recognise the different devices the customer uses and confirm or deny the success of that programme.

Eric Matisoff

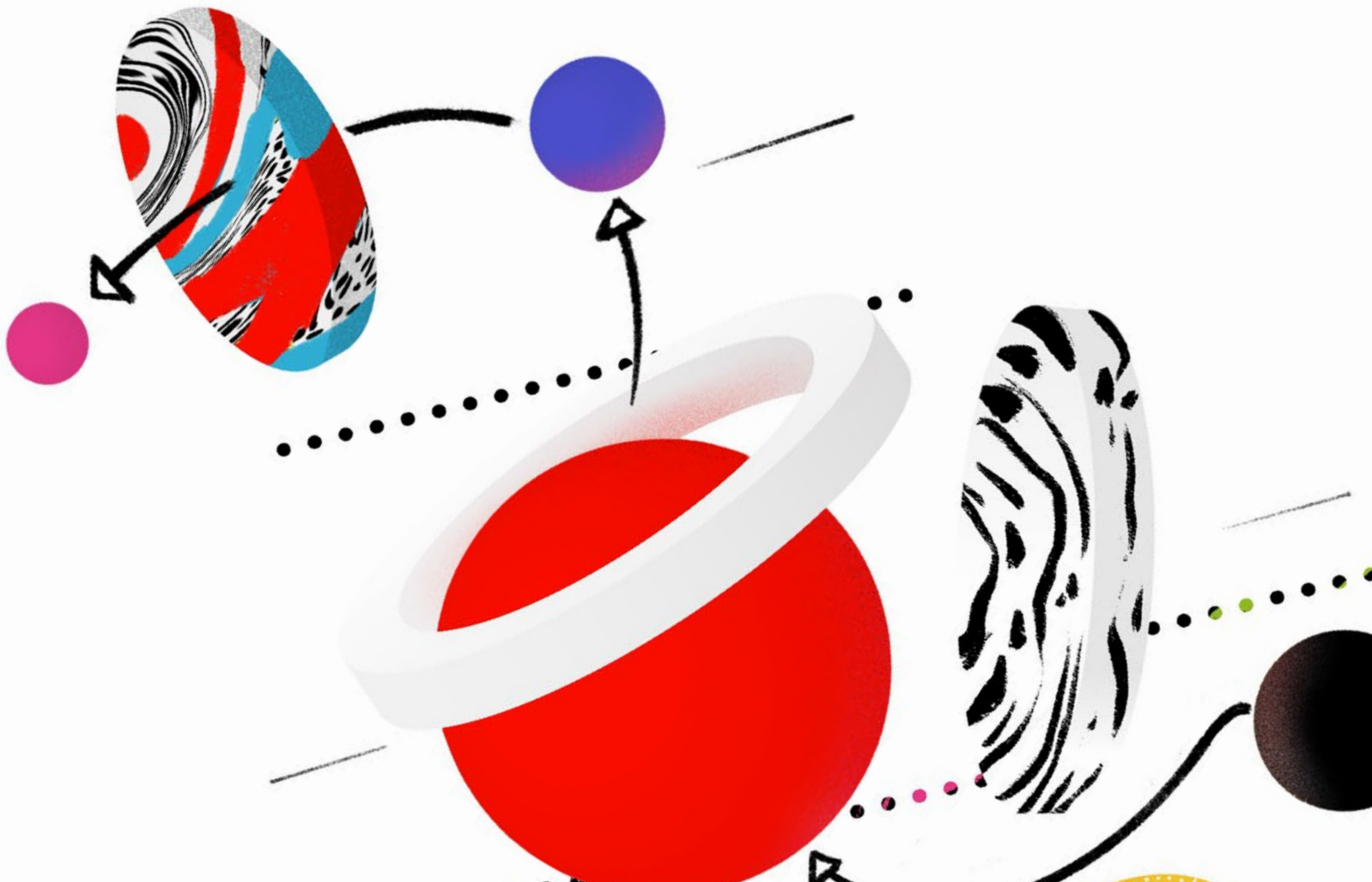
Analytics and Data Science Evangelist, Adobe

Breathe easy with customer journey analytics

Once upon a time, teams and technologies were built to gain insights around specific channels and devices. But in a world where customers constantly change devices—like Emma on her trip to the gas station, or Oliver moving between his accounts—knowing how customers behave on one device isn't enough. It's time to go beyond the device and change the way you look at how customers interact with your brand. Because once you get the full picture, you can make each interaction with your customer even more intriguing and memorable than the last.

Adobe can help you steer the customer journey with cross-device analytics.

Learn more about [Adobe Analytics](#).



Sources

Market Guide for Customer Journey Analytics, Gartner, 2016.

"Hyatt: Enriching customer journeys," Adobe Partner Story for Valtech and Hyatt Hotels, 2016.



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