csg
TOGETHER, YOU WIN.

FUNDAMENTALS OF CUSTOMER JOURNEY MANAGEMENT

EXPLORING YOUR CUSTOMER JOURNEY

Dig deep and explore the experiences your own customers have with your brand

FIVE KEY AREAS FOR STRATEGIC CX IMPROVEMENTS

Where can you improve the customer journey to deliver value for your customers? And what should you change to deliver a great experience?

In our work to help marketers and CX leaders focus their customer experience efforts, we see five main areas for improvement:

→ Driving engagement and retention

→ Intelligently acquiring customer leads and managing them

→ Maximizing sales through personalization

→ Exploring and understanding the journey you've created for your customers

→ Implementing customer service efficiences that drive better customer experiences

Exploring all five challenges, we'll provide practical advice and real-world scenarios that demonstrate how to improve your own brand's customer experience by better orchestrating the entire journey. Here we focus on **discovering your brand's customer journey**.

MARKETING

Drive Engagement & Retention

Intelligent Acquisition & Lead Management

Implement Customer Service Efficiencies

Maximize Sales Through Personalization

Explore Your Customer Journey

CUSTOMER EXPERIENCE (UX)
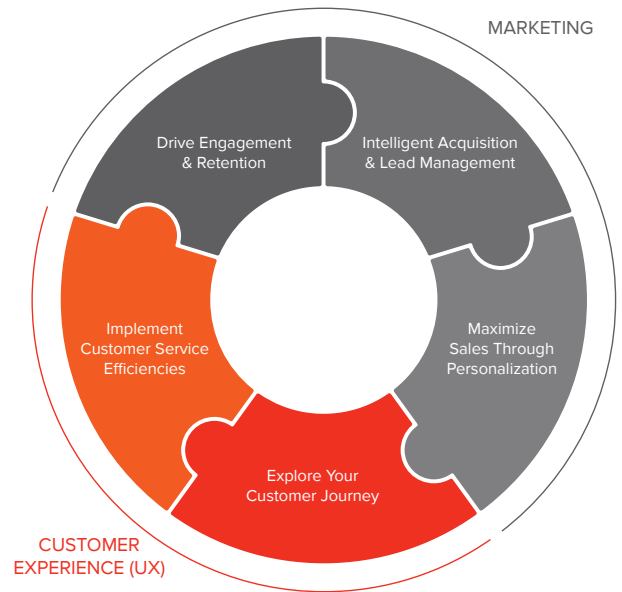
PUT YOURSELF IN YOUR CUSTOMERS' SHOES AND SEE WHERE IT LEADS YOU

With all the technology available today, the challenge isn't extracting data about your customers but rather how to measure it against real business goals. A strong measurement framework can tell you whether or not your brand is meeting customer expectations across every facet of the customer journey—from their first interaction to sales to fulfillment and delivery.

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Not all roads on the customer journey lead to the same fruitful place. Without a measurement framework, it's hard to tell what customers are doing when they are interacting with your brand.

For example, what makes a customer more attracted to your brand? More likely to engage? What encourages them to make a first purchase—and return? At what stage of the process do they find your brand or offer confusing? Which strategies designed to entice customers to return are working—and which ones are not? All of these questions can only be answered when you've initiated a comprehensive discovery process.

85 PERCENT OF BUSINESS LEADERS AGREE THEY HAVE MORE DATA ON CUSTOMERS THAN THEY HAD TWO YEARS AGO.

ONLY 51 PERCENT CAN USE IT TO PERSONALIZE INTERACTIONS; AND ONLY 46 PERCENT CAN ORCHESTRATE INTERACTIONS IN REAL TIME.

—Forrester Consulting study commissioned by CSG

LOOK AT YOUR DATA IN A MORE HOLISTIC, JOURNEY-CENTRIC WAY

The process of identifying all the points in the customer journey—discovery—is critical to laying the groundwork for a positive customer experience.

Consider a brand in a complex ecosystem, like a telecom provider to small business. Each customer interaction is slightly different, but there are common threads throughout. By unifying all the data—from call center agent interactions to website browsing data to social media messages, for example—the brand can create a big-picture view of how the customer may have arrived in their current situation.

The business can then take this unified data one step further—uncovering the ways future events may unfold depending on how the customer's situation gets resolved. From there you can begin to see how customers interact with your brand differently across

channels and design new experiences that fill previously unknown gaps.

DISCOVER WHERE YOUR CUSTOMER JOURNEY LEADS YOUR CUSTOMERS

The customer experience is no longer a one-size-fits-all approach. It requires brands to understand who their customers are, what motivates them and how they engage with brands. The first step in that process is discovery.

Where are the sticking points in your customers' journeys? And where do they seamlessly navigate through the experience to reach the best possible outcome?

Examining current-state journeys and identifying areas for improvement is critical for laying the groundwork for an amazing customer experience.

Using a customer journey management tool—or even applying the discovery process to an existing journey—helps you pinpoint the roadblocks and the successes much more quickly.

ABOUT CSG

For more than 35 years, CSG has simplified the complexity of business, delivering innovative customer engagement solutions that help companies acquire, monetize, engage and retain customers. Operating across more than 120 countries worldwide, CSG manages billions of critical customer interactions annually, and its award-winning suite of software and services allow companies across dozens of industries to tackle their biggest business challenges and thrive in an ever-changing marketplace. CSG is the trusted partner for driving digital innovation for hundreds of leading global brands, including AT&T, Charter Communications, Comcast, DISH, Eastlink, Formula One, Maximus, MTN and Telstra.

To learn more, visit our website at csgi.com and connect with us on LinkedIn and Twitter.