



# CUSTOMER JOURNEY ORCHESTRATION

WHAT MARKETERS NEED TO KNOW ABOUT  
BUILDING GREAT JOURNEY EXPERIENCES



CSG understands the powerful and profitable connections that can come from orchestrating the customer journey.

Empowering marketers with the right technologies and knowledge is the first step to maturing the customer experience in your organization.

# WHAT YOU'LL LEARN IN THIS GUIDEBOOK

It's a common question for marketers: is your marketing strategy data driven? Can you pinpoint where the customer experience falters and where it genuinely resonates with your customers? Have your investments in digital marketing tools become a labyrinth of disjointed customer touchpoints, or is it seamless across all channels?

While digital marketing technologies are designed to reach the right people with the right information at the right time, the reality is these technologies can begin to overlap. To keep the customer at the center, marketers must understand the entire customer experience, which technologies interact with the customer—and when.

We know marketers are tasked with ensuring the customer experience is seamless, relevant and personal.

And we know using customer journey orchestration to deliver great customer experiences is essential to keeping customers engaged and loyal. We also know it can be hard to tell where to start.

Use this guidebook to understand the key facets of customer journey orchestration. You will learn four best practices to make your marketing efforts more precise, effective and profitable.

Regardless of where your marketing organization is in orchestrating the customer experience, we hope this guide will spark a new strategy you hadn't thought of before, or empower you to take steps toward delivering a better customer experience.



# ORCHESTRATING THE CUSTOMER JOURNEY BEGINS WITH MARKETERS

Delivering great experiences keeps customers engaged and loyal. Organizations that do this see a direct benefit to their bottom line.

A recent survey of marketers by Forbes showed that companies who adopt data-driven marketing strategies are six times more likely to be profitable year over year.

Marketers are on the frontline in their organizations' quest for this level of financial performance—and they're under immense pressure to deploy the right technologies to support these efforts.

While the customer experience has become a singular focus for companies, simply adding layers of technology or more channels into the communications mix doesn't get the job done.

In fact, this approach only amplifies the disjointed experience that results when too many marketing systems are working out of sync.

## WHY JOURNEY AND WHY NOW?

Customer journey is not just another buzzword. For marketers, customer journey orchestration is quickly becoming the go-to strategy to drive exceptional value in their campaigns.

Customer journeys also enable marketers to deliver huge value to the business.



**UNDERSTANDING CUSTOMER INTERACTIONS  
ACROSS ALL TOUCHPOINTS IS THE  
NUMBER-ONE CHALLENGE FOR MARKETERS**

# THE CUSTOMER JOURNEY TRIAD

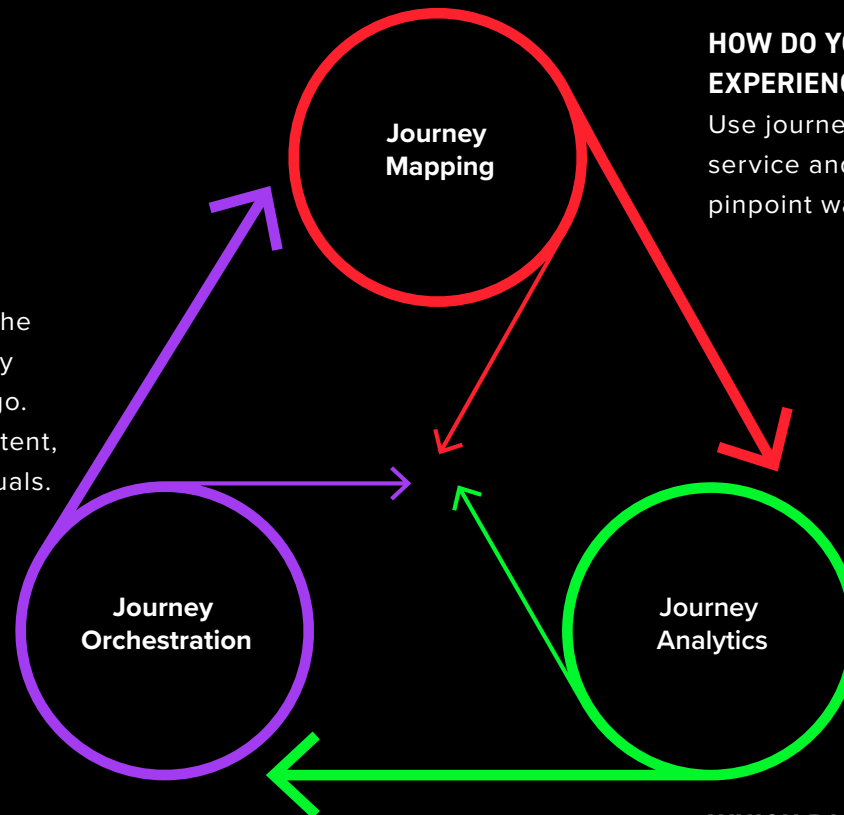
## MAPPING, ANALYTICS AND ORCHESTRATION AT A GLANCE

The concepts around the customer journey aren't new, but they continue to evolve as businesses embrace the importance of the customer experience.

We see three key concepts marketers must know to develop a sound customer journey model:

### HOW DO YOU IMPROVE THE CUSTOMER EXPERIENCE?

Act upon analysis and mapping to change the customer's experience based on where they are in the journey and where they want to go. Do this in real time to deliver next-best content, actions and experiences tailored to individuals.

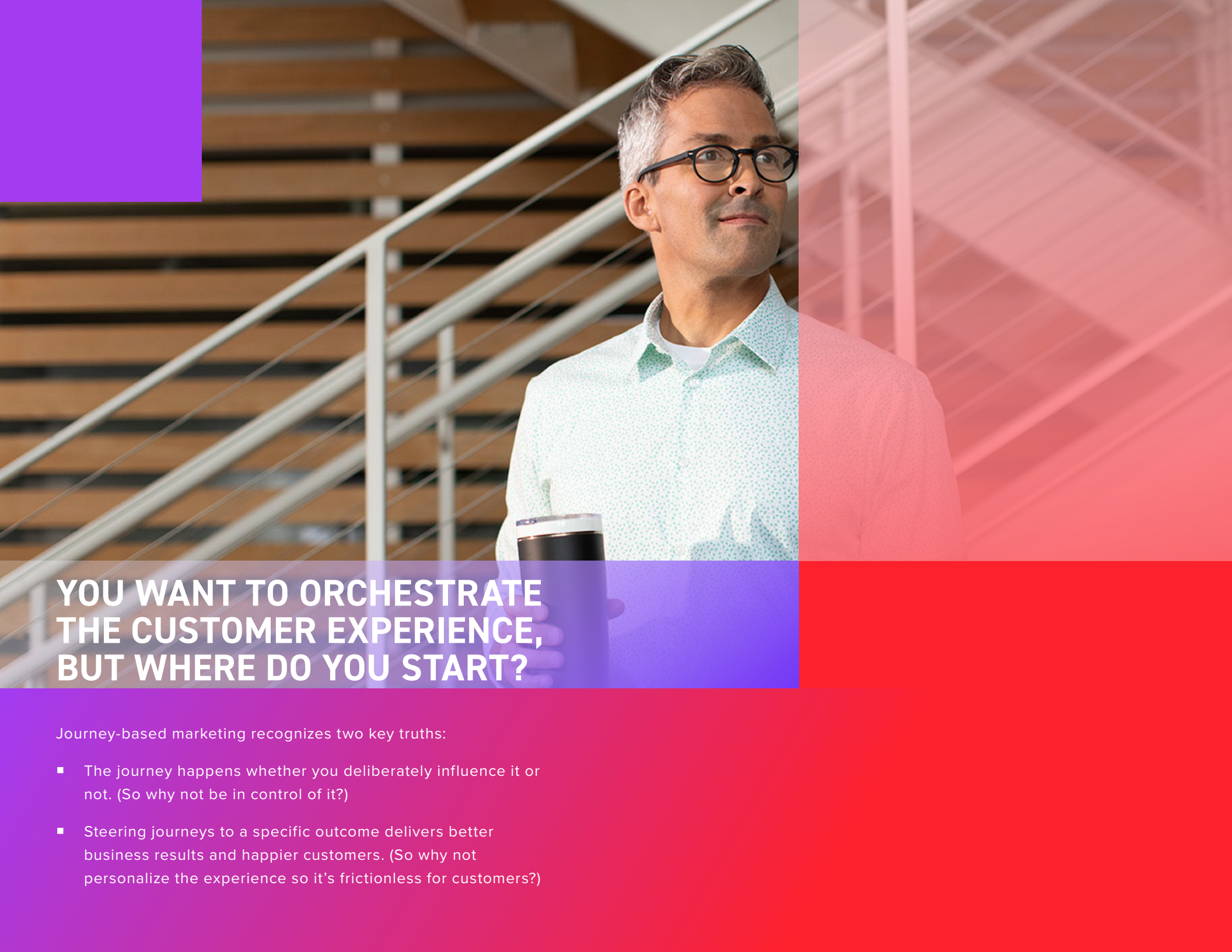


### HOW DO YOUR CUSTOMERS NAVIGATE THE EXPERIENCE YOU'VE CREATED FOR THEM?

Use journey mapping to map paths to purchase, service and retention. Increase engagement and pinpoint ways to personalize the experience.

### WHICH PARTS OF THE CUSTOMER JOURNEY ARE THE MOST PROFITABLE?

Use all the data about your customers to determine ROI from various outcomes. Use this information to also align the most profitable outcomes with the most seamless experiences for customers.



# YOU WANT TO ORCHESTRATE THE CUSTOMER EXPERIENCE, BUT WHERE DO YOU START?

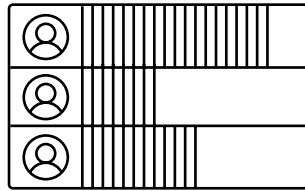
Journey-based marketing recognizes two key truths:

- The journey happens whether you deliberately influence it or not. (So why not be in control of it?)
- Steering journeys to a specific outcome delivers better business results and happier customers. (So why not personalize the experience so it's frictionless for customers?)

# FOUR KEYS TO SUCCESS FOR MARKETERS

AS YOU BEGIN CRAFTING YOUR OWN CUSTOMER EXPERIENCE JOURNEY, CONSIDER INCORPORATING THESE FOUR KEYS TO SUCCESS:

# 1



## **Spare yourself the hassle of a massive data reorganization.**

To know their customer and influence their journey, marketers must be able to see all the data about each customer.

Unfortunately, it's a common issue for marketing organizations: customer data resides in numerous databases, making it impossible to make meaningful connections and predictions or even use it to build better CX. The overwhelming and costly reality of migrating silos of data into a single database can stop any customer journey project in its tracks.

Fortunately, there's a shortcut around this: build a "virtual" customer data profile that connects this data where it already lives. This alternative takes weeks versus months or years and, better yet, ensures no data is lost in migration. There is another upside: financial services, healthcare and tech marketers can use these more advanced marketing practices in compliance with data privacy laws and regulations.

# 2

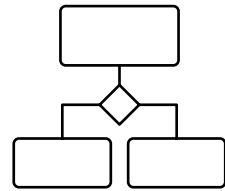


**Map the journey, then define success.** One of the biggest challenges traditional marketing campaigns face is linking website visits across time, connecting email and social activity to website behavior, and generally connecting all that information across all channels.

Many technologies track social or web traffic and can create a unified view of all that data. But that seldom addresses the question marketers really want to know: "out of all this information, what really matters?"

Customer journey models let you map potential customer interactions from unknown to known, converted and retained. From there, you can use advanced tracking, artificial intelligence (AI) and journey mapping to understand consumers in each of those segments—even those consumers you know little about. All of this leads to the ultimate goal: creating realistic metrics for success that matter most to your business.

3



**Pave the way for a true omnichannel experience.** As consumers, we've all encountered a situation where our experience with a brand online feels different from our experience on a mobile device or in-store. This disjointed experience can leave even the most loyal customer confused and potentially wondering, "Would competitor X make this easier?"

The truth for marketers is that delivering a cohesive experience across all channels is difficult, in part because of the way data silos hide potential paths to conversion. When a customer changes channels—from in-store to online, for example—they're at risk of falling into an experience gap. One way to combat this is to map the flow of customers from one touchpoint to another. From there, you can see which paths are successful and which create barriers.

But knowing where the paths are doesn't mean customers will always follow them—after all, humans are unpredictable. This is where journey orchestration really shines. By connecting every channel with every other channel, every path can be optimized.

4



**Serve individuals, not personas.** If delivering personalized customer experiences is the holy grail for marketers, why do personalization efforts often fall short? Because marketers rely on putting consumers into "persona" buckets, which cover a set of predefined demographics, behaviors and motivations. Customers, for example, are often followed by ads across channels, not because they're relevant to their individual context, but because they fall into a specific persona.

A persona-driven strategy can be dire for businesses: customers targeted in this way aren't truly seen for who they are (and they feel less appreciated as a result), and marketers aren't really delivering the kind of experience that their customers want.

With a customer journey behind your marketing, this problem disappears. While persona may impact some parts of the journey, relentlessly focusing on how each individual travels through the customer journey and interacts with your business, touchpoints and people is the key to producing high-impact journey results. Real-time interaction management systems can bridge the gap by coordinating business activities with customer profiles.



## CONCLUSION

Right now, customer behavior is transforming. As marketers, we're analyzing these shifts and aligning our strategies. We know that CMOs and other marketing leaders are the primary drivers of customer journey excellence, but the future will see many more changes, some of which are impossible to predict. What we can predict is that given the value that journeys hold for businesses and their customers, we're excited to see customer journey orchestration continue to develop over the next few years.

For marketers, understanding customer journeys and customer journey orchestration will have a direct impact on your ability to thrive in your job in the coming years, because soon journeys will be your job.

- Content marketers will need to develop content that aligns with journey needs discovered by journey analytics
- Digital marketers will have to use journey orchestration to deliver high-value personalization
- Marketing strategists will need to lend their considerable knowledge towards creating journey maps that reflect real activity within the business

Regardless of your role within the marketing universe, you'll find that journeys are here to stay.



## ABOUT CSG

CSG is a leader in innovative customer engagement, revenue management and payments solutions that make ordinary customer experiences extraordinary. Our cloud-first architecture and customer-obsessed mindset help companies around the world launch new digital services, expand into new markets, and create dynamic experiences that capture new customers and build brand loyalty. For nearly 40 years, CSG's technologies and people have helped some of the world's most recognizable brands solve their toughest business challenges and evolve to meet the demands of today's digital economy with future-ready solutions that drive exceptional customer experiences. With 5,000 employees in over 20 countries, CSG is the trusted technology provider for leading global brands in telecommunications, retail, financial services and healthcare. Our solutions deliver real world outcomes to more than 900 customers in over 120 countries.

To learn more, visit our website at [csgi.com](https://csgi.com) and follow us on [LinkedIn](#) and [Twitter](#).