

# Customer Journey Orchestration: Empowering Personalized CX Across Touchpoints

July 2023: Complimentary Abstract / Table of Contents



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## Background of the research

- In today's hyper-connected world, where customers interact with brands across multiple touchpoints, both online and offline, the demand for seamless experiences and unmatched convenience has reached unprecedented levels
- The increasing complexity of customer interactions, coupled with rising customer expectations, poses a challenge for marketers in seamlessly connecting and personalizing the customer journey
- By leveraging data, analytics, and automation, Customer Journey Orchestration (CJO) enables enterprises to deliver consistent and tailored experiences at every stage of the customer journey empowering organizations to understand customer needs, anticipate their preferences, and proactively engage with them
- CJO strategies are spearheading both technological and organizational transformation, encompassing people, processes, and technology dimensions
- Through effective CJO implementation, enterprises can gain a competitive advantage by fostering deeper customer relationships, driving revenue growth, and enhancing their brand reputation in the market

### Scope of this report

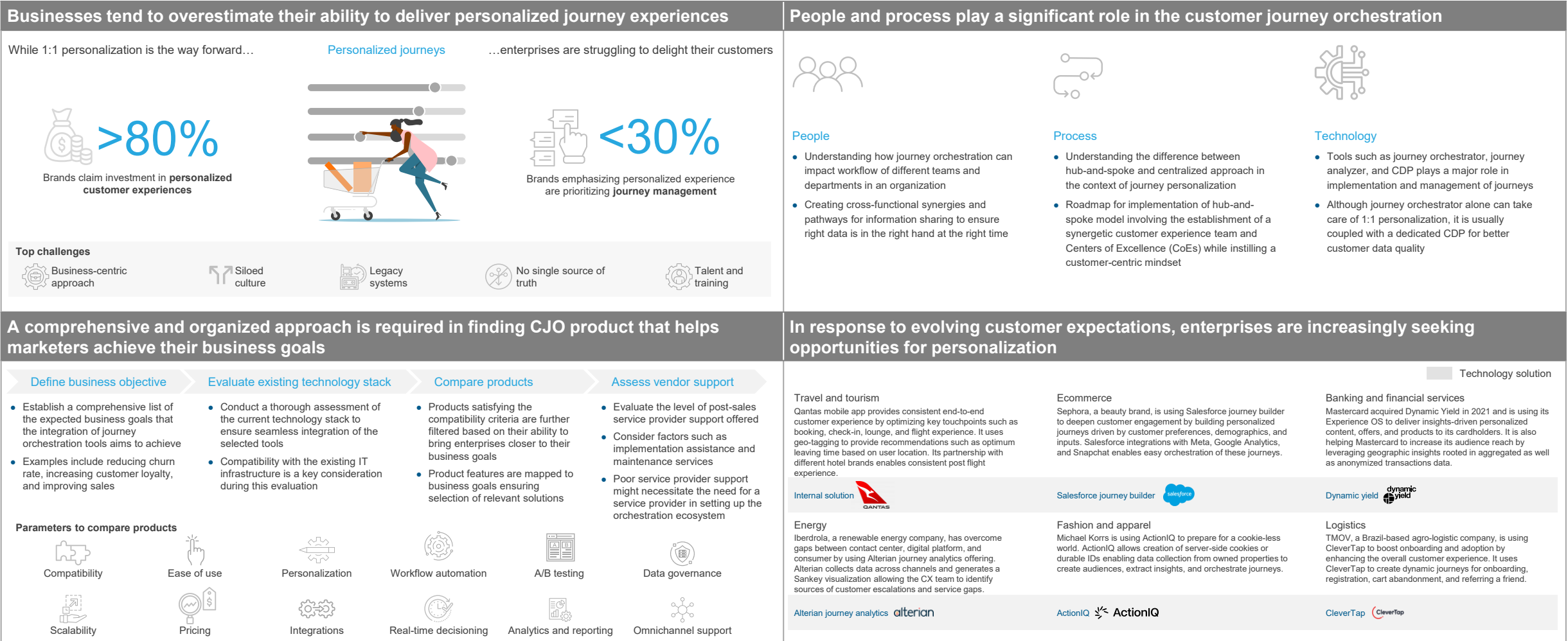


**Geography**  
Global



**Technology**  
Customer Journey  
Orchestration (CJO)

# This research offers distinct chapters providing a deep dive into key aspects of Customer Journey Orchestration space; below are four charts to illustrate the depth of the report



# Research calendar

## Interactive Experience (IX) Services

Published Planned Current release

Reports title	Release date
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2022	February 2022
Digital Commerce Platform Trailblazers: Top 15 Start-ups Redefining Shoppable Experiences	March 2022
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2022 – Service Provider Compendium	March 2022
Emergence of CDPs: Charting the Path to Data-driven Personalization	July 2022
Adobe Services PEAK Matrix® Assessment 2022	September 2022
Adobe Services Provider Compendium 2023	November 2022
Digital Commerce Platform PEAK Matrix® Assessment 2023	March 2023
Digital Commerce Platform Provider Compendium 2023	March 2023
Customer Data Platform (CDP) Products PEAK Matrix® Assessment 2023	May 2023
Customer Data Platform (CDP) Products Provider Compendium 2023	May 2023
Generative AI - Revolutionizing the Creative Design and Development Process	June 2023
<b>Customer Journey Orchestration :Empowering Personalized CX Across Touchpoints</b>	<b>July 2023</b>
Voice of Stakeholder (VoS) Compendium Report 2023	Q3 2023
Unlocking the Stakeholder Experience for Employees, Partners and the Society	Q3 2023
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2023	Q3 2023
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