

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



echnology 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

Businesses tend to overestimate their ability to deliver personalized journey experiences People and process play a significant role in the customer journey orchestration While 1:1 personalization is the way forward... Personalized journeys ...enterprises are struggling to delight their customers People Technology **Process** Understanding how journey orchestration can Understanding the difference between Tools such as journey orchestrator, journey impact workflow of different teams and analyzer, and CDP plays a major role in hub-and-spoke and centralized approach in Brands claim investment in personalized Brands emphasizing personalized experience departments in an organization the context of journey personalization implementation and management of journeys customer experiences are prioritizing journey management · Creating cross-functional synergies and Roadmap for implementation of hub-and-· Although journey orchestrator alone can take pathways for information sharing to ensure spoke model involving the establishment of a care of 1:1 personalization, it is usually coupled with a dedicated CDP for better right data is in the right hand at the right time synergetic customer experience team and Centers of Excellence (CoEs) while instilling a customer data quality Top challenges customer-centric mindset Business-centric Legacy No single source of Talent and culture approach svstems A comprehensive and organized approach is required in finding CJO product that helps In response to evolving customer expectations, enterprises are increasingly seeking marketers achieve their business goals opportunities for personalization Technology solution Assess vendor support Define business objective Evaluate existing technology stack Compare products Travel and tourism Ecommerce Banking and financial services · Establish a comprehensive list of · Conduct a thorough assessment of Products satisfying the Evaluate the level of post-sales Qantas mobile app provides consistent end-to-end Mastercard acquired Dynamic Yield in 2021 and is using its Sephora, a beauty brand, is using Salesforce journey builder the current technology stack to compatibility criteria are further service provider support offered the expected business goals that customer experience by optimizing key touchpoints such as to deepen customer engagement by building personalized Experience OS to deliver insights-driven personalized the integration of journey ensure seamless integration of the filtered based on their ability to booking, check-in, lounge, and flight experience. It uses journeys driven by customer preferences, demographics, and content, offers, and products to its cardholders. It is also · Consider factors such as orchestration tools aims to achieve bring enterprises closer to their geo-tagging to provide recommendations such as optimum inputs. Salesforce integrations with Meta, Google Analytics, helping Mastercard to increase its audience reach by implementation assistance and leveraging geographic insights rooted in aggregated as well leaving time based on user location. Its partnership with and Snapchat enables easy orchestration of these journeys. business goals Examples include reducing churn Compatibility with the existing IT maintenance services different hotel brands enables consistent post flight as anonymized transactions data rate, increasing customer loyalty, infrastructure is a key consideration · Product features are mapped to experience Poor service provider support and improving sales during this evaluation business goals ensuring might necessitate the need for a Dynamic yield Abyield Salesforce journey builder selection of relevant solutions service provider in setting up the orchestration ecosystem Energy Fashion and apparel Logistics Parameters to compare products TMOV, a Brazil-based agro-logistic company, is using Iberdrola, a renewable energy company, has overcome Michael Korrs is using ActionIQ to prepare for a cookie-less

gaps between contact center, digital platform, and

consumer by using Alterian journey analytics offering.

Sankey visualization allowing the CX team to identify

sources of customer escalations and service gaps.

Alterian journey analytics alterian

Alterian collects data across channels and generates a

world. ActionIQ allows creation of server-side cookies or

ActionIQ * ActionIQ

durable IDs enabling data collection from owned properties to

create audiences, extract insights, and orchestrate journeys.

Compatibility

Workflow automation

Real-time decisioning

A/B testina

Analytics and reporting

Data governance

Omnichannel support

Personalization

Integrations

Ease of use

CleverTap to boost onboarding and adoption by

CleverTap (CleverTap

enhancing the overall customer experience. It uses

CleverTap to create dynamic journeys for onboarding.

registration, cart abandonment, and referring a friend.

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
Customer Journey Orchestration :Empowering Personalized CX Across Touchpoints	July 2023
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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