

Essential Guide to Understanding

Customer Journey Mapping VS Journey Analytics



What is a Customer Journey Map?



You spent weeks creating a very detailed and highly visual journey map. You managed to get marketing, customer experience, sales and the rest of the management team on board. Life seems good.

But now it's time to get back to the 'real work' of meeting the KPIs your team is being measured by.

Wait. So why did you spend your time creating a beautiful, static picture?

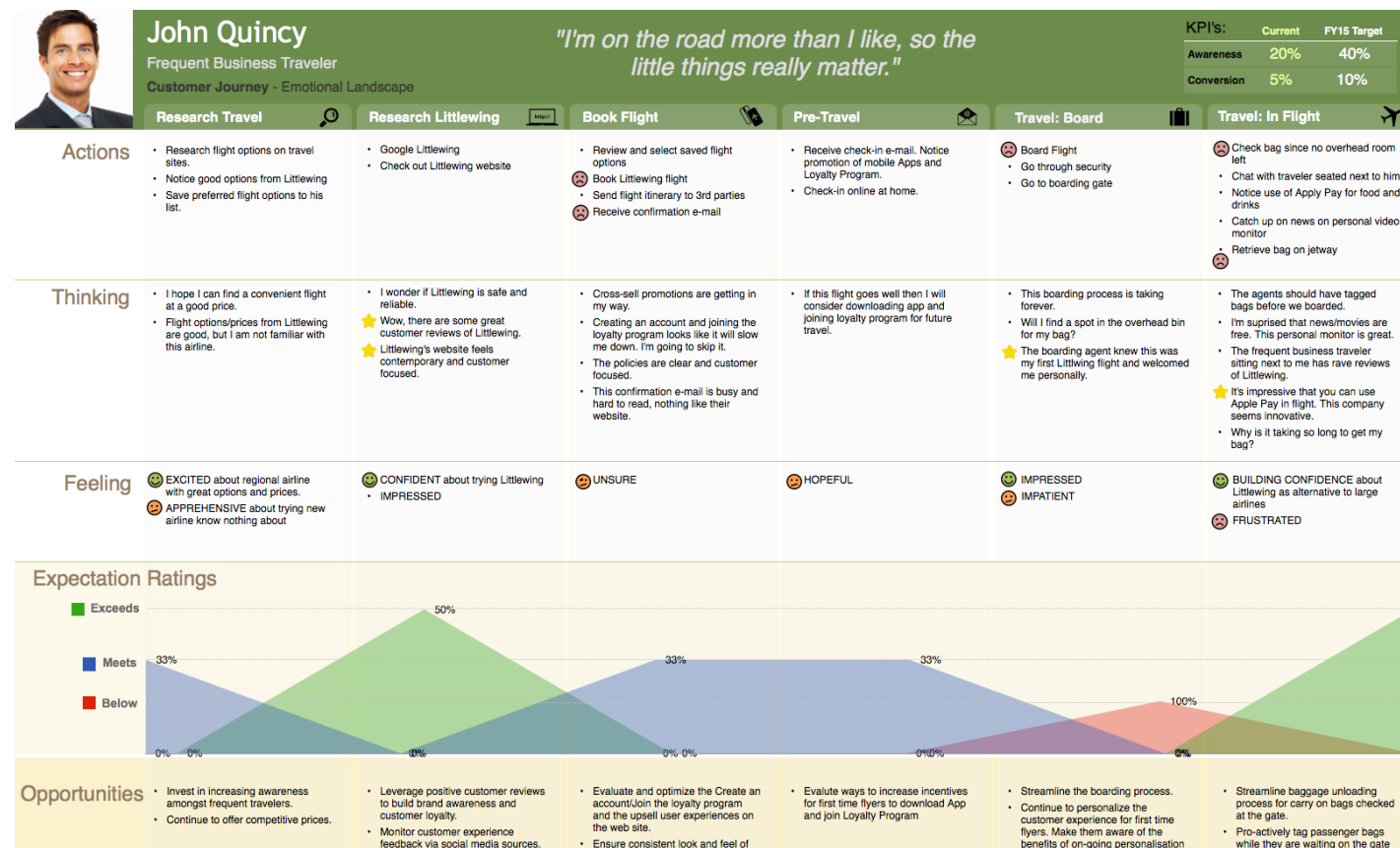
What if you could bring your journey maps to life with real-time data that truly reflects your customers' real-life experiences and connect them to the hard metrics your company cares about?

A CUSTOMER JOURNEY MAP IS A VISUAL ILLUSTRATION OF THE CUSTOMER'S EXPERIENCE WITH A BUSINESS.

Journey maps can cover the macro-level journey (e.g. from initial awareness and engagement along the way to a long-term relationship) or zoom in on one or more

micro-level journeys, such as the steps to make an online purchase.

Journey maps typically capture the emotions at each step of the customer's journey. These can include what your customer is thinking and feeling, as well as an evaluation of the experience at each stage.




Customer journey mapping has been growing in popularity over the past few years.

However, the unfortunate reality is that many companies sink a lot of time into creating beautiful looking journey maps that are released with great fanfare only to gather dust, as employees go back to the 'real work' that they're measured by.

Why does this happen and what can you do about it? The answer may lie in the customer journey map itself.

In order to be actionable, a journey map must be measurable and dynamic instead of a static picture.

The answer that you are looking for is customer journey analytics.



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How Customer Journey Analytics Differs from Journey Mapping

#1 Using Data to Discover the Most Significant Opportunities

Pictures without data are just stories. Data is what makes the picture come alive. Without data, a journey map is at best a subjective observation of a small number of 'representative' customers and at worst a hypothesis made up entirely by various parts of an organization based on their own interpretation of customer behavior.

Customer journey analytics overcomes these weaknesses because it bases your discoveries on hard data, rather than opinion. Millions or even billions of

individual interactions can be captured over time through a myriad of sources like websites, point-of-sale systems, email marketing platforms, data warehouses, call center logs and even IoT devices.

By analyzing all this data in real-time, customer journey analytics gives you a powerful tool to discover the most important customer journeys and prioritize those opportunities that significantly impact your business goals.



... really like this product and want everyone to know

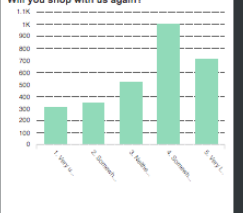
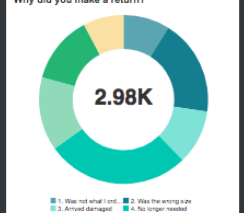
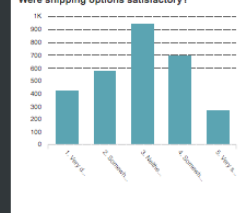
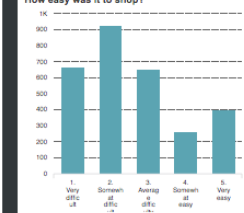
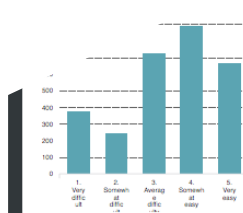
- I want to get the latest updates when new products are added
- I like to share great products and deals with my friends

... to add to my purchase

Feeling

- Happy to find out first about new products and deals
- Admired by my friends

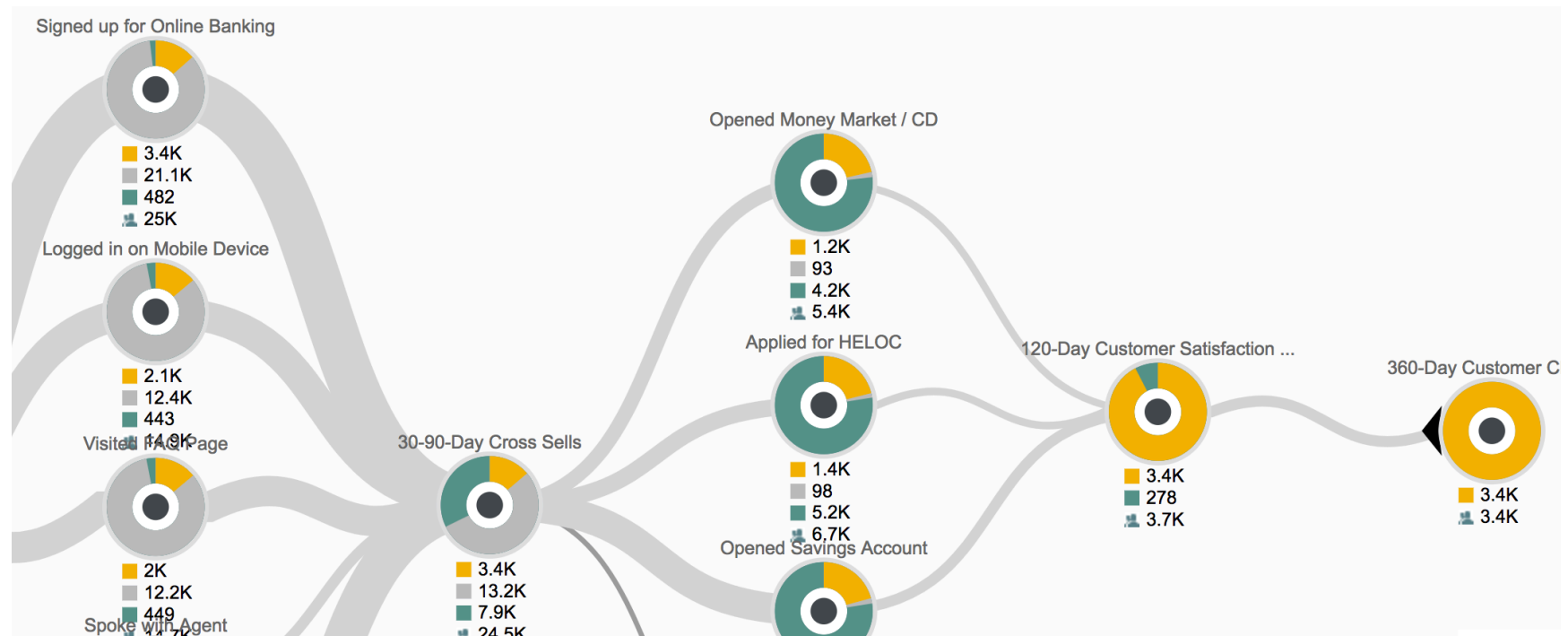
Purchase Likelihood	Survey Responses	NPS	Survey Responses
Last 5 YEARS		Last 5 YEARS	
Repeat Purchase Score		Net Promoter Score	
0.65		29.6	





#1 Using Data to Discover the Most Significant Opportunities (con't)

For example, the figure here shows how customer journey analytics can provide more than just the actions taken by customers. The map indicates the number of unique customers participating, converting or dropping out at every step along the journey. This capability can provide marketers with powerful data they can use to pinpoint who to target, what kind of campaign to execute and at what step in the journey to engage.



CUSTOMER JOURNEY ANALYTICS PROVIDES THE NUMBER OF UNIQUE CUSTOMERS PARTICIPATING, CONVERTING OR DROPPING OUT AT EVERY STEP ALONG THE JOURNEY.

#2 Discovering Real Journeys Your Customers Are Taking

Jake Sorofman of Gartner says, “What’s important to remember is that customer journeys aren’t created; they’re discovered. When we try to create journeys, we fall into one of these two traps: we either hallucinate customer needs or throw away the customer experience playbook altogether and focus on the needs we know intimately: our own.”


The most common complaint of the journey mapping process is that it is designed in a meeting room by employees with an inward focus, in other words with minimal or (in some cases) no input from customers. Many journey mappers think that involving various teams like finance, R&D and engineering—in addition to the obvious ones like marketing and CX—will ensure their journey map reflects their customers’ actual experiences. But in reality, what they are really doing is documenting internal processes and calling it a customer journey map.

When customer-facing employees put themselves in their customer’s shoes and try

to imagine their experiences, it typically results in an imaginary journey that fails to reflect the variety of real-world paths their customers actually take. Even if you conduct focus groups or interview a few dozen customers, you’re not even close to discovering the millions of real, unique journeys taken by your customers.

Customer journey analytics does the hard work of collecting actual customer data from a variety of sources such as marketing automation platforms, websites, mobile apps, data warehouses, call center logs, e-commerce platforms and point-of-sale systems. It integrates all this myriad data and performs customer identity matching to determine which interactions are actually being performed by the same person.

In this way, customer journey analytics reveals the numerous paths your customers actually take, as they engage with your company across channels and over time.



What’s important to remember is that customer journeys aren’t created; they’re discovered.


#3 Comprehensive View of Your Customers' Journeys

Journey maps typically convey only a few, representative journeys. In reality, every one of your millions of customers takes their own unique journey that may be similar or differ wildly from your prototypical version. Customers zig and zag through different paths even as they reach the same end goal.

Different customers, even those with the same 'buyer persona' type, move along at their own unique pace. Journey mapping assumes the same cadence for all customers and therefore misses out on opportunities to interact with individual customers on a one-to-one basis through personalized engagement. Customer journey analytics, by triggering real-time engagement, helps nurture customers with different cadences along the journey.

Customer journeys are also interconnected—jumping multiple times across online and offline channels, and even intertwining with other journeys. For instance, a customer journey to resolve an issue, if handled well, could result in a cross-sell of a new product or an up-sell into a higher value plan. Journey maps don't help you discover such real-world, unscripted customer behaviors.

Customer journey analytics can help you solve these problems by revealing the wide variety of real paths that customers actually take across channels and over time. Then it helps you identify the most important journeys by whatever metric you may choose, e.g. repeat purchase rate, loyalty engagement, conversion, new customer acquisition or overall impact on revenue.



Customer journey analytics can reveal the wide variety of real paths that customers actually take across channels and over time.

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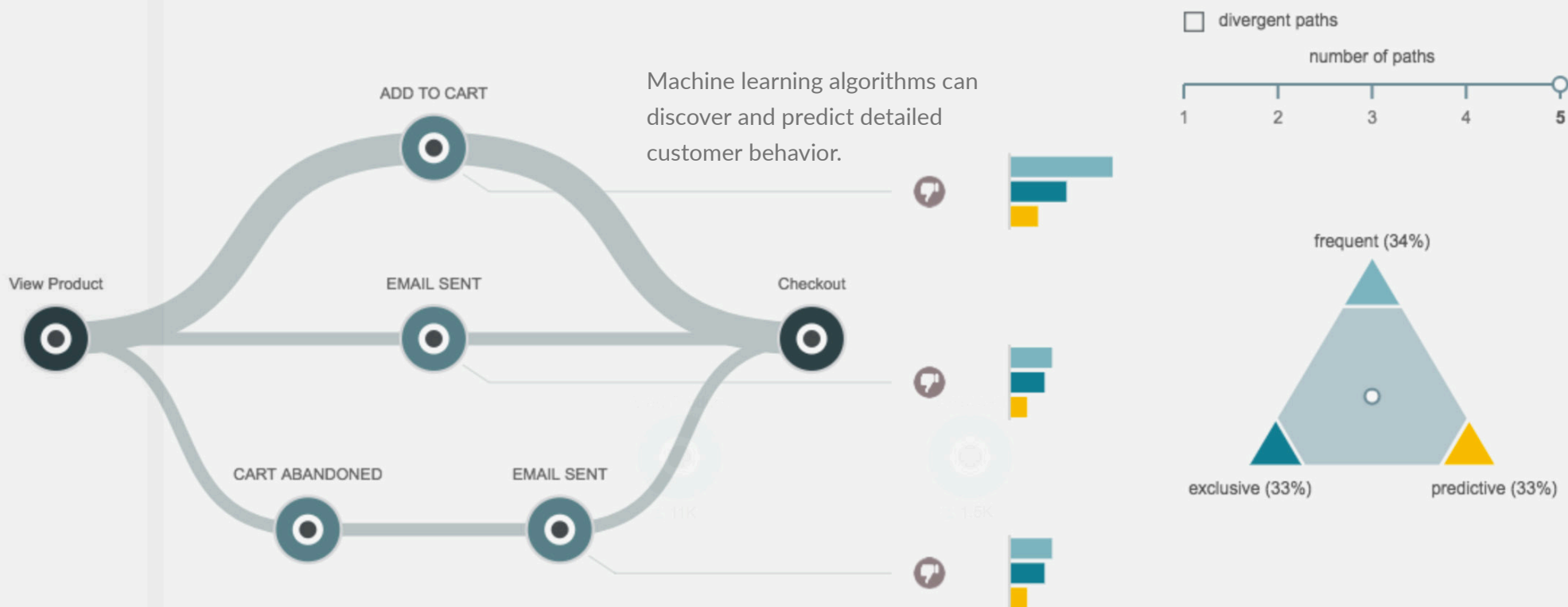
#3 Comprehensive View of Your Customers' Journeys (con't)

By using a customer journey analytics platform equipped with sophisticated machine learning algorithms, you can quickly discover important events within a journey, for instance the most frequent paths customers take from Point A to B along the journey. Moreover, it gives you the ability to predict customer behavior in real-time and decide on the most appropriate method of engagement.

In the diagram below, machine learning algorithms are used to sort

through millions of actual journeys to reveal the most significant paths that customers took between viewing a product online and checking out.

In a marketer's hand, this is powerful information that can be used to significantly boost campaign results. The best part, though, is that this analysis can be done easily and quickly by marketing and CX teams without the help of data scientists.



#4 Analyzing and Influencing Customer Behavior in Real Time

Customers today expect personalized, relevant information and offers driven by their preferences, recent interactions and latest product and support experiences. They are ready to abandon their journeys with a single poor experience. Companies cannot afford to falter or even provide a sub-par interaction at any step along the entire customer journey.

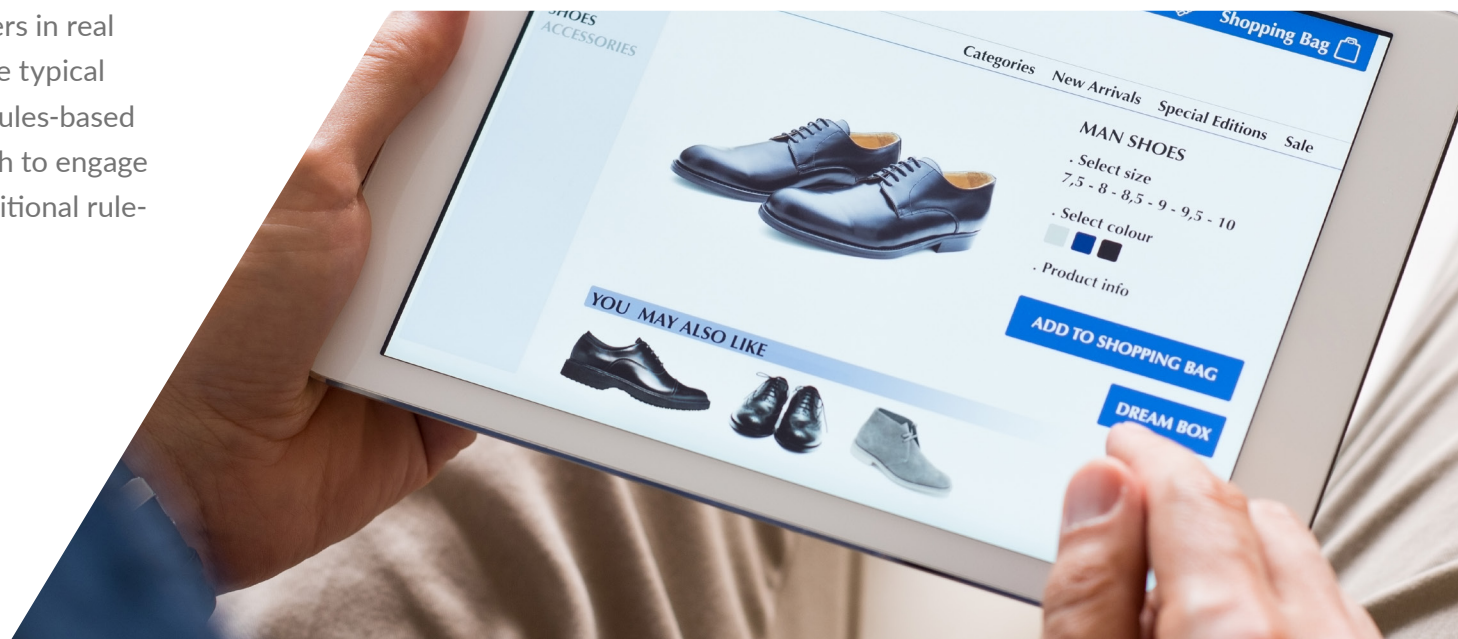
To deliver, companies need to connect millions of data points and analyze customer journeys in real-time, so that they can provide each customer with a personalized experience based on their own unique preferences and personal journey.

You can't engage with your customers in real time via a static journey map. So, the typical solution is to create a stand-alone, rules-based system to code all the ways you wish to engage with your customers. However, traditional rule-

based tools are notoriously difficult to manage and can't help you uncover the unscripted customer behaviors that occur in the real world.

Customer journey analytics enables marketers to identify opportunities for real-time engagement based on a deep analysis of customer behavior. It gives you the power to identify at-risk customers before you lose their business. It lets you connect the dots between customer interactions and business outcomes in seconds, rather than weeks and months.

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#4 Analyzing and Influencing Customer Behavior in Real Time (con't)

When you implement a change that affects the customer experience, you need immediate and constant feedback to determine the impact of the change.

Customer journey analytics platforms can spot different behavioral patterns and interactions in real-time, even among anonymous visitors, so you can engage each customer with a personalized offer.

TRIGGER REAL-TIME ENGAGEMENT

Journey maps are good for internal communication and aligning employees around a common, customer-centric approach. But how do you resolve poor customer experience issues? Where do you start?

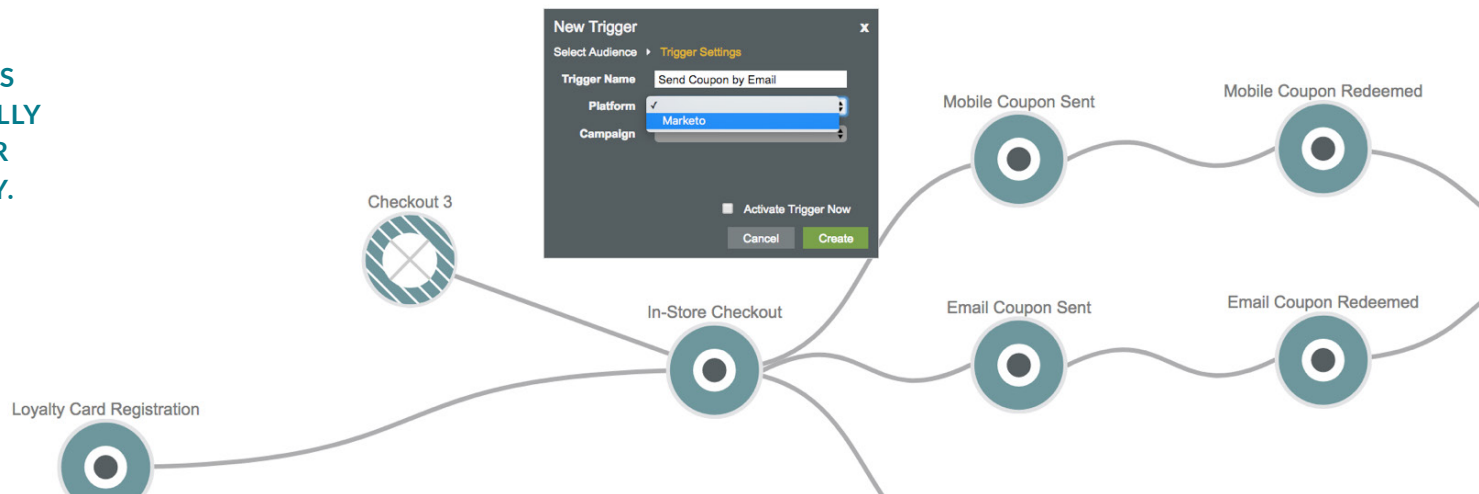
Customer journey analytics enables marketing and CX teams to not only discover which journeys are most important, but to automatically engage with each customer at the best time, through their preferred channel and in a relevant, personalized way.

By embedding triggers at any event along the journey, you can activate engagement (such as an email send) to your target customer

group within a specific event—customers who converted, those who moved forward or even those who dropped out at a particular point in the journey. These real-time engagement triggers are a lot easier to manage and more effective than rule-based, coded systems of the past.

Advanced customer journey analytics platforms integrate with commonly used marketing tools, so you can engage with your customers using your existing marketing technology stack. The result is a new level of performance for marketing and CX campaigns through significantly better precision, targeting and timing.

CUSTOMER JOURNEY ANALYTICS ENABES YOU TO AUTOMATICALLY ENGAGE WITH EACH CUSTOMER ALONG THEIR UNIQUE JOURNEY.



#5 Measuring the Impact of Customer Behavior on KPIs

A journey map is a static picture, frozen in time. Even if you make changes based on an understanding of your customers' journeys, how do you measure whether they're working or not? How do you

make your journey maps measurable, so you can see the impact of your changes on the KPIs you're being measured by?

CUSTOMER JOURNEY ANALYTICS CAN TURN YOUR JOURNEY MAPS INTO LIVE DASHBOARDS.

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#5 Measuring the Impact of Customer Behavior on KPIs (con't)

There are a number of ways that customer journey analytics can help you see the impact of customer journeys on your individual business.

A FEW EXAMPLES OF THE KINDS OF JOURNEY-DRIVEN KPIS THAT YOU CAN VISUALIZE AND MONITOR INCLUDE:

- Customer acquisition
- Customer retention
- Conversion rates
- Repeat purchase rate
- Customer lifetime value
- Customer churn
- Marketing campaign attribution and performance
- Marketing ROI
- Effectiveness of loyalty programs
- Cost of serving customers





Discover and Influence Your Customers' Journeys

Pointillist makes it easy for marketers and CX professionals to uncover and optimize the journeys that matter to your customers, so you can improve marketing and customer experience results and impact the KPIs that matter most to your business.

- Quickly understand customer behavior across all touch-points & channels over time
- Uncover and predict high-impact customer journeys
- Drive personalized, multi-channel customer experiences

Unlike other marketing analytics solutions, Pointillist lets you connect the dots between customer interactions and business goals in seconds, rather than days or weeks. By using machine learning to reveal high-impact journeys and predict likely behavior, Pointillist is like having a personal data scientist that's always on call.

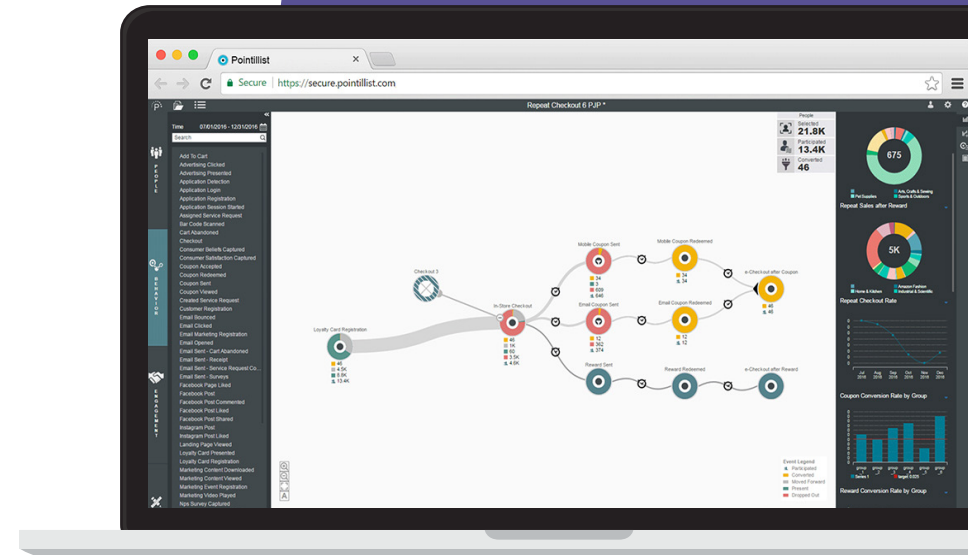
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