Transforming customer journey management

The business cost of broken contact center journeys is at an all-time high. Customers get inconsistent experiences, messages and support depending on which channels they use. And employees struggle with fragmented data and keeping track of movements between voice, chat, email, IVR, bots, websites, mobile and social channels.

As experts within both the data and digital field Business and Decisions (B&D) helps clients remove these blind spots – uncovering and correlating insights across all touchpoints, back office systems, case management data, and survey tools. A leading way in doing so is by the use of Genesys journey visualization and orchestration solutions. The result is superior outcomes that improve customer experience (CX), while boosting sales and lowering costs.

Joining all the dots

Customers expect a personalized experience on any channel of their choice. It's been that way for a long while. Yet surprisingly 65% of companies still struggle to form a single customer view because they lack integrated cross-channel data. So, it's virtually impossible to piece together customers' needs, pain points, and behaviors.

Part of Orange Business, B&D is one of the world's leading management consultancies and systems integrators for data intelligence and digital experience. Our specialists are highly skilled in transforming information silos into journey data pipelines that fuel analytics, modeling, and orchestration.

Our approach

Drawing on agile methodologies and deep knowledge of Genesys journey orchestration and management solutions, B&D adopts a four-step approach (Figure 1), within six to eight weeks delivering a minimal viable product (MVP).
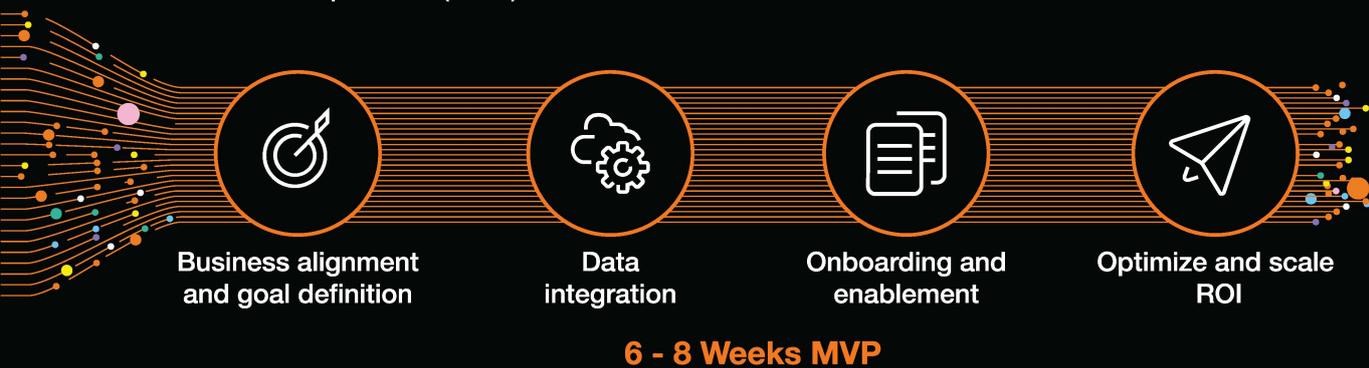

Business alignment and goal definition — **Data integration** — **Onboarding and enablement** — **Optimize and scale ROI**

6 - 8 Weeks MVP

Figure 1. Four-step approach

Step 1

We start with business alignment and goal definition. A critical step acting as a foundation of the project which defines the strategic goal of customer journey success measurement.

Step 2

That's followed by data integration building the customer 360° profiles. Incrementally expanding and building a complete picture of your customer lifecycle (see Figure 2) by adding more data sources. That runs from purchasing, onboarding, and managing payments and rewards to dispute and complaint handling, plus product and service upsell opportunities.
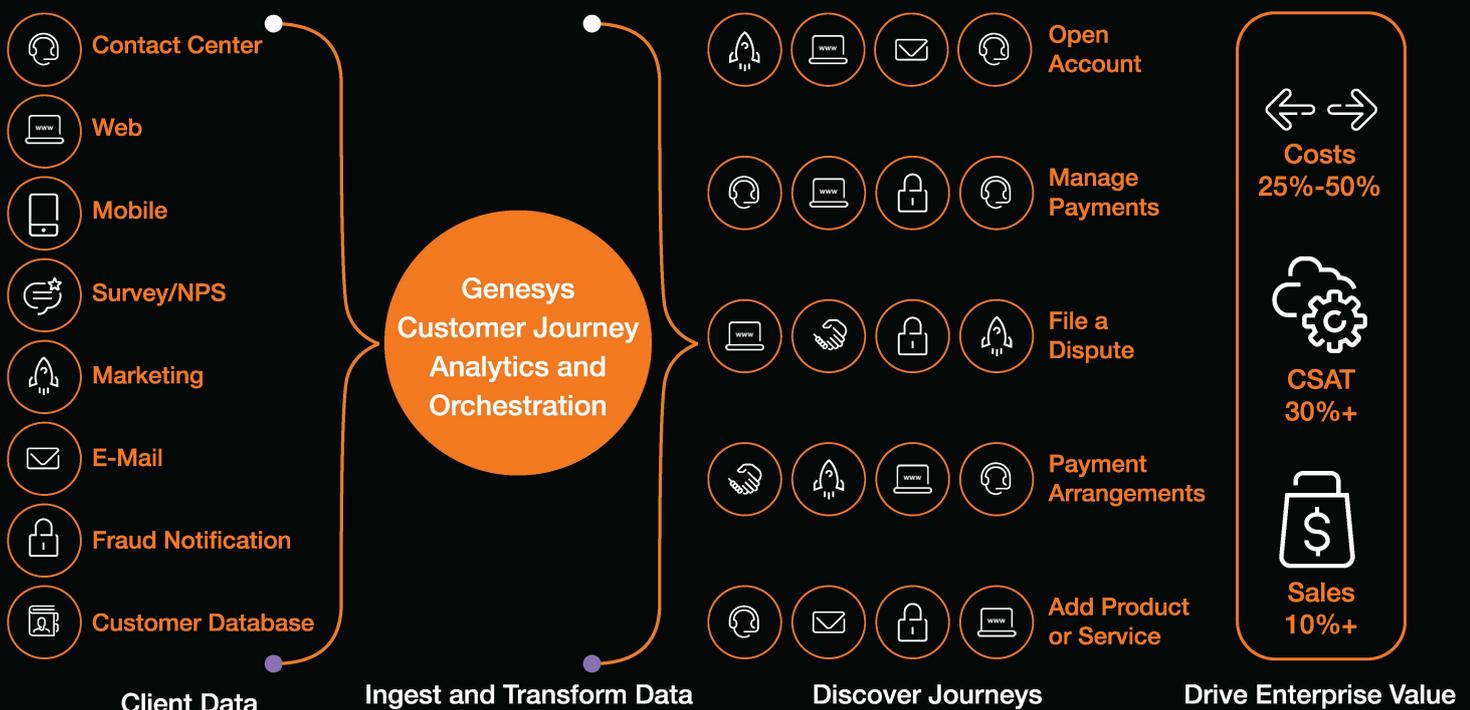

Contact Center
Web
Mobile
Survey/NPS
Marketing
E-Mail
Fraud Notification
Customer Database

Genesys Customer Journey Analytics and Orchestration

Open Account
Manage Payments
File a Dispute
Payment Arrangements
Add Product or Service

Costs 25%-50%
CSAT 30%+
Sales 10%+

Client Data — Ingest and Transform Data — Discover Journeys — Drive Enterprise Value

Figure 2. Journey analytics process

Step 3

Next, we map those journeys across your touchpoints and communication channels.

Step 4

Then, we'll maximize return on investment by helping you uncover the changes that make the biggest difference. Winning the hearts and minds of your customers, while driving top and bottom line business improvements.

Genesys solutions offer a wide variety of tools to drive business growth. Our experts will help you identify improvements, implement changes and monitor success as part of a customer journey analytics (CJA) optimization loop (see Figure 3).

Track performance

Volumes, % self service, FCR, CSAT/NPS, churn rate, costs, etc.

Analyse the customer path

Indentity and predict key driving factors and customer segments along the journey

Optimise

Share customer journey data and segments with systems of engagement for real-time actions

Figure 3. CJA optimization loop

Designing journeys around each customer's goals

By making full use of Genesys journey management capabilities, your CX and marketing teams can move beyond traditional personalization techniques. Orchestration goes a step further, managing the whole series of customer conversations and journeys that constitute their overall relationship with your company.

Here Genesys offers way more than a data aggregation platform. And our specialists know how to put these valuable insights to work and enable users to:

Visualize and explore key customer events across channels and time.

Diagnose root causes of customer friction, digital fallout, and churn.

Run A/B tests to simulate journey improvements before going live.

Setup KPI/journey metrics with alerts to automatically detect drops in performance.

Best practice use cases

Below is a real-life example with actual illustrations extracted from Genesys. The client, a broadcast and cable giant, reduced calls by 20% equating to a $180,000 saving. The key was knowing which self-help knowledge articles worked best and quickly homing in on changes needed to specific web pages.
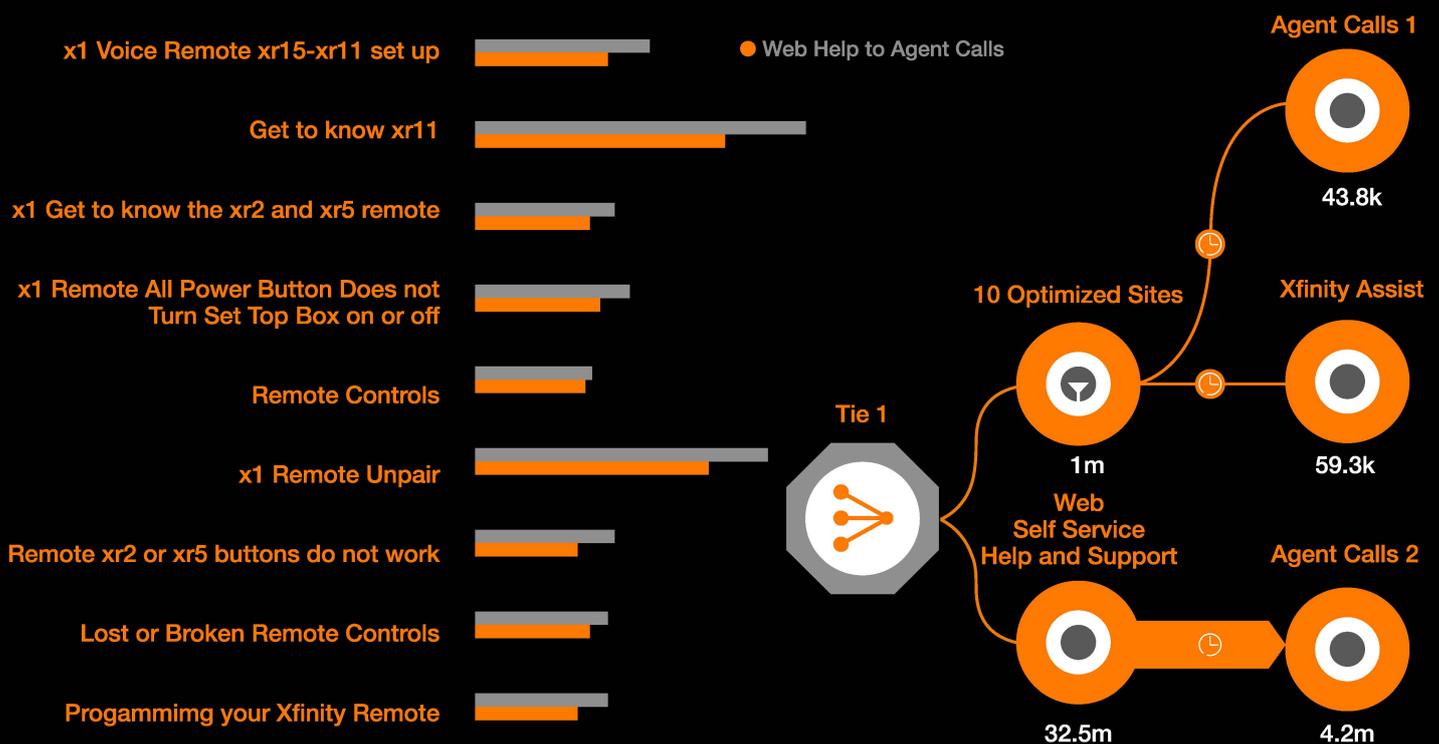

Figure 4. Help article containment optimization impact

The opportunities for embedding customer journey analytics are endless. Other examples include helping:

A bank go straight to the root cause of high complaint volumes, pinpointing the need to adjust staffing levels between the hours of 5pm and 7pm.

A travel operator uncover hidden payment problems (IOS compatibility issues) on its mobile app, resulting in four times more lost orders than customers using its website.

A healthcare provider match new prescriptions against other medications to notify consumers and prescribers of potential adverse reactions.
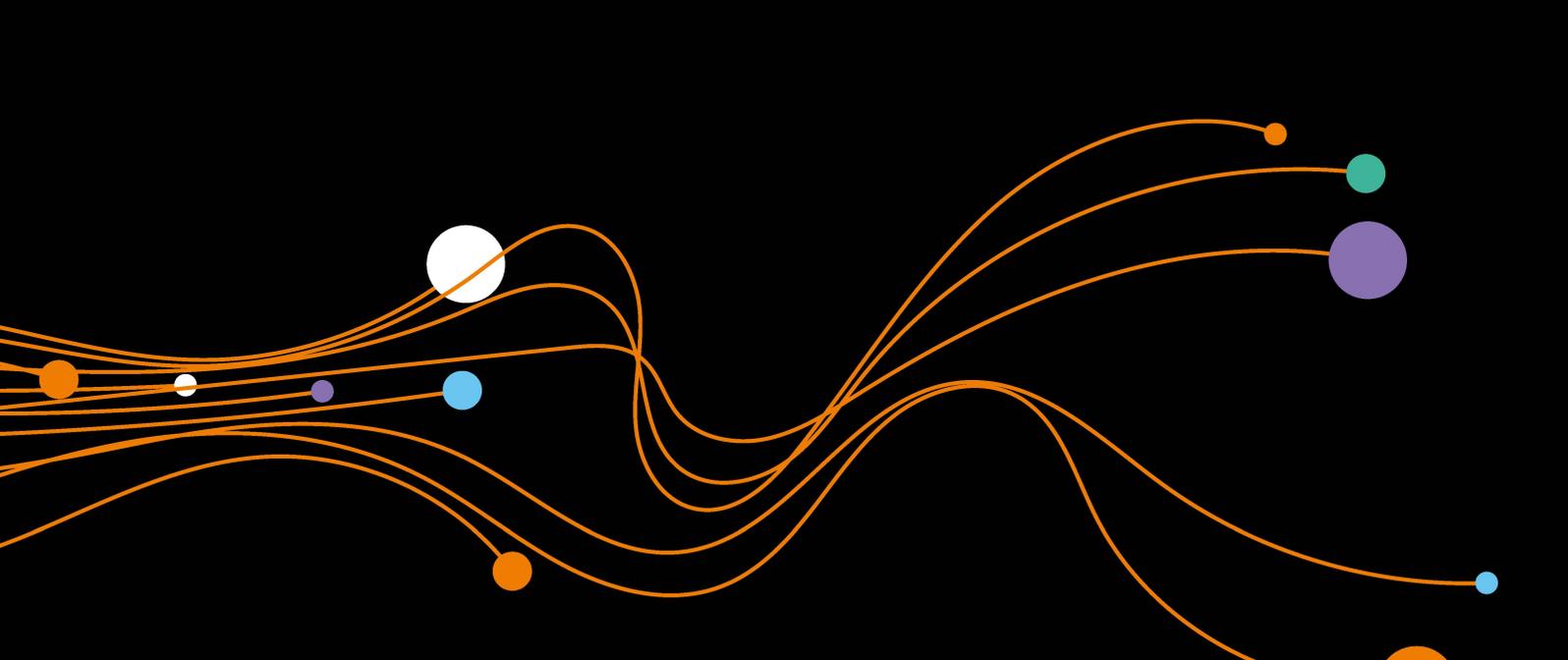
Newfound capabilities and benefits

Recognizing intent, prior contacts and preferences makes it easier to route customers to the channels and agents best suited for resolving their issues. Other journey management capabilities and benefits include:

Maximizing digital self-service success rates, reducing channel switches and repeat calls.

Fixing revenue leakage due to unsuccessful account registrations and online payments.

Identifying potential gaps or areas for improvement in products and services.

Delivering pop-up messages with special discount codes or low stock alerts, boosting online sales and reducing basket abandonment rates.

Automatically suppressing promotional emails to customers trying to resolve issues.

Proactively reducing complaint handling and case management effort.

Next steps

To learn more about transforming customer journey management, please get in touch today or watch our webinar.