



Orchestrate exceptional experiences with Quadient Customer Journey Explorer

Today, customers expect every experience they have with a brand or provider to be fast, easy, and convenient. Customers want experiences that are personalized, consistent, relevant, timely, frictionless, and seamless, regardless of interaction points.

With the ability to communicate regardless of where they are, customers don't distinguish between online and offline interactions, or between the different areas of your business. To them, you are a single brand and they expect a consistent face and voice with relevant and personalized messages across every channel and touchpoint. To provide an exceptional customer experience, organizations must start thinking the same way.

Thus, it is vital for every organization to understand their key customer journeys. Businesses must enable collaboration across multiple departments in order to ensure their customers get the most out of their interactions through communication touchpoints along those journeys, which are the sum of every interaction that an individual customer has with your brand, from the first moment they see your ad, to their satisfaction survey response.

BACKED BY THE EXPERTS

Gartner, Forrester,
and Aspire



EXPERIENCE

A rich history
of world-class
leadership



PROVEN RESULTS

96% customer
satisfaction rate



EXPERTISE

8 billion personalized
experiences annually



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63% of customers are likely to switch brands if they're treated like a number instead of as an individual.

Source: "Inside the Connected Customer Experience Report." TTEC

Forrester Research defines journey orchestration tools as those that “help fuse data across channels, touch points, and systems along the customer journey to design and plan current and future-state journeys, test and optimize journey hypotheses, and orchestrate tasks among stakeholders and with customers.”

What is Customer Journey Management?

To help them get there, leading organizations use the techniques and technologies of customer journey management, which is composed of **customer journey mapping**, **customer journey analytics**, and **customer journey orchestration**.



Customer journey mapping helps companies visually represent their key customer journeys like onboarding, renewals, and claims, and to collaborate across multiple functions to optimize the communication touchpoints along those journeys.

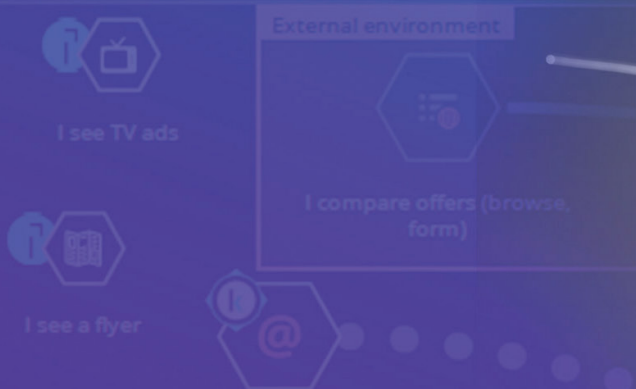
Customer journey analytics helps measure and understand important metrics like engagement and conversion, and enables you to identify pain points and critical moments that a customer experiences across physical and digital touchpoints.

Customer journey orchestration helps bring action to the customer touchpoints by understanding the context of the interactions and makes real-time decisions about next-best actions and personalization of messages and communications. Journey mapping provides the shared understanding and visualization of key journeys, journey analytics delivers insights, and journey orchestration provides the third pillar to turn communications into engaging conversations and continually measure and improve key processes.



I'M LOOKING FOR AUTO INSURANCE

I COMPARE PLANS AND RATES



WHY IS CUSTOMER JOURNEY ORCHESTRATION IMPORTANT?

In order to remain relevant, organizations must understand how to engage with their customers across every step of the journey.

Breaking down, or connecting, silos is critical. When organizations aren't able to share data between and among departments and channels, the customer feels it; the experience is fragmented and takes effort.

As a practice, customer journey orchestration means bridging the gaps between teams and systems to better understand your customers' individual experiences.

Empower your business to improve CX

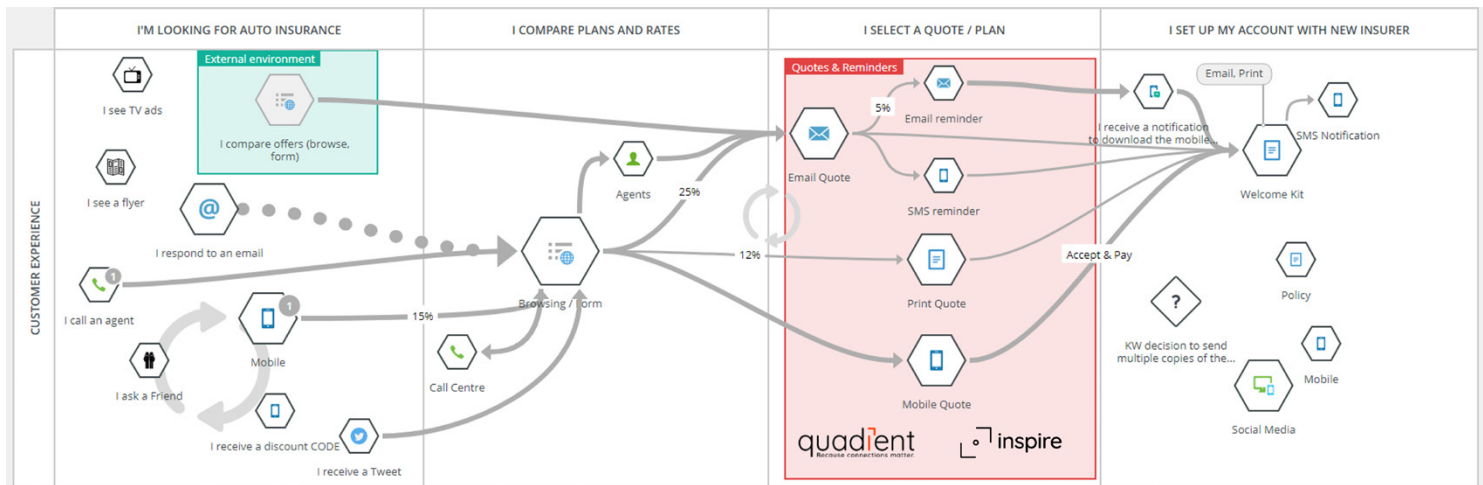
In order to improve the customer experience, you must identify points of friction, or obstacles across the customer journey. To do this, organizations require centralized tools that enable them to connect channels, create more individualized experiences and empower employees with more context and understanding of what customers want and need.

Quadient Customer Journey Explorer helps organizations build better experiences by breaking down silos, resulting in improved customer satisfaction and customer loyalty. It includes technology from Kitewheel, a Leader in the 2020 Forrester Wave™: Journey Orchestration Platforms.



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70% of respondents agree that a silo mentality is one of the biggest organizational hurdles to improving the customer experience. Source: Beyond Philosophy”

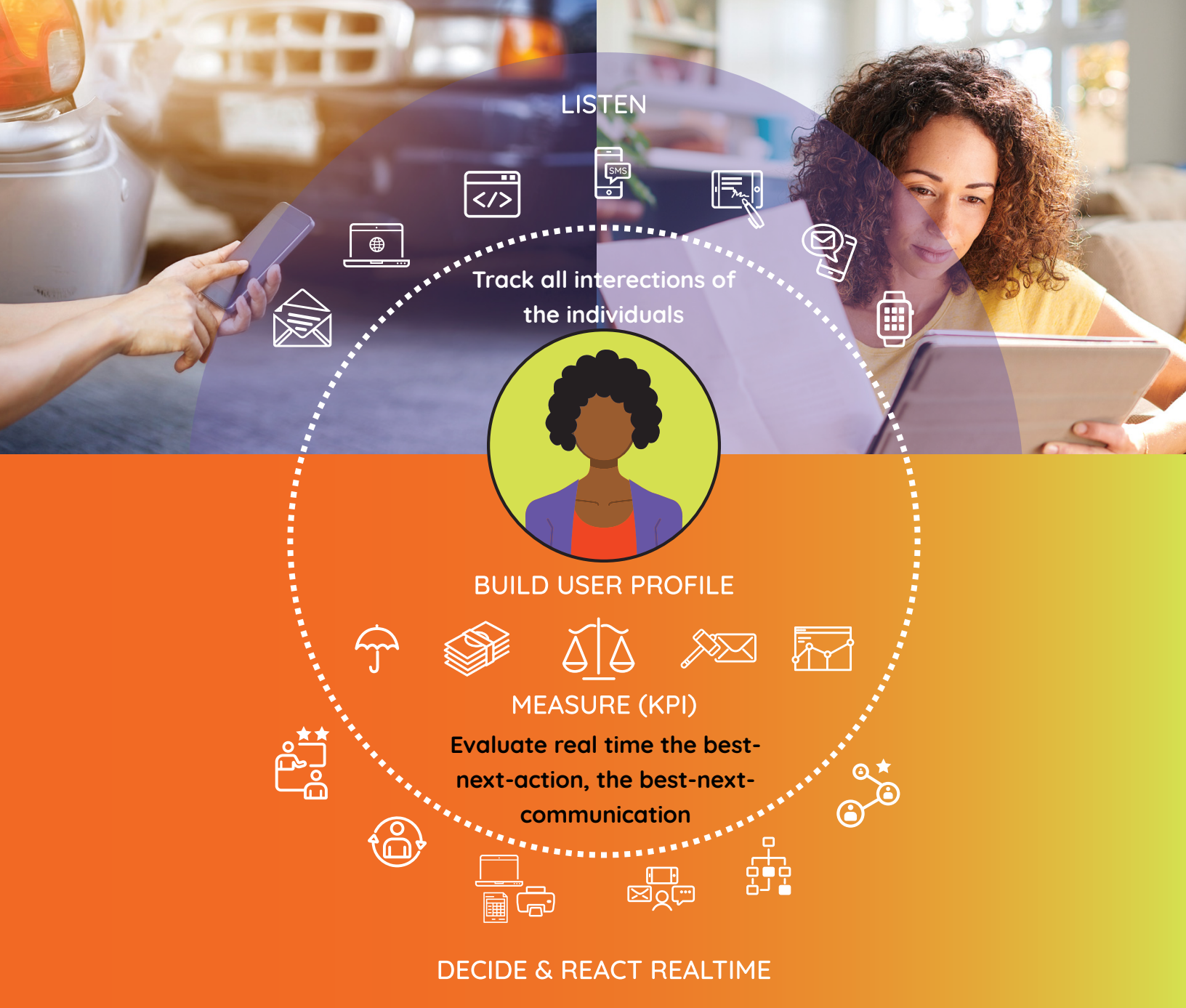


VISUALIZE

Visualize, analyze, and act

First, define your CX strategy, then visualize the journeys, analyze the results, and take action to improve them over time.

Quadient Customer Journey Mapping, a key component of Customer Journey Explorer, is a proven solution that makes it easy for stakeholders across your organization to have a shared, graphical understanding of vital customer journeys such as acquisition and servicing. Stakeholders have the ability to directly view - and take action to improve - key touchpoints and interactions across the customer journey.



ANALYZE

Customer Journey Explorer enables you to observe customer behavior across many channels and interactions and leverage that data to build customer and prospect profiles. This helps develop an understanding of the customer journeys, predict what consumers need, and ensure every interaction is relevant, personalized, and delivered at the right time, on the customers' channel of choice.

ACT

Customer Journey Explorer's orchestration engine provides real-time decisions based on the context of the journey and relationship. This empowers businesses to provide customers with next best action recommendations, personalized content, and offers when appropriate. Quadient Inspire provides centralized communication management, omnichannel delivery and comprehensive tracking, influencing positive customer behavior.



Understand, measure and optimize journeys

With Customer Journey Explorer, CX professionals are equipped with an unparalleled, and complete view of the most effective steps and interactions within a journey, allowing them to understand, measure, and optimize the journeys to increase customer acquisition, satisfaction, and retention.

Quadient Customer Journey Mapping provides a powerful combined view of an organization's collective journeys along with key success metrics and analytics in one easy-to-use dashboard. Quadient Customer Journey Mapping is the only technology on the market that integrates communication templates within the context of the journey so that CX improvements can be made in real-time.



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50% of customers are likely to switch brands if their needs aren't anticipated.

Source: "Inside the Connected Customer Experience Report."
TTEC



It enables people across the business to:

- Understand existing customer journeys
- Collaborate across departments and applications
- Identify and prioritize fractures in the customer experience
- Measure the success of the improvements you've made within the customer journey, with real-time analytics and dashboards

QUADIENT CUSTOMER JOURNEY EXPLORER ENABLES COMPANIES TO:

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Analyze the CX

Visualize to understand the existing CX

Define the CX strategy

Measure the performance

Act to improve the CX

- Map and understand customer journeys along with metrics and KPIs
- Centralize management of communication experiences
- Contextualize customer journeys
- Inform data-driven decisions
- Measure CX performance
- Orchestrate and individualize interactions





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Because connections matter.

About Quadiant®

Quadiant is the driving force behind the world's most meaningful customer experiences. By focusing on four key solution areas including Customer Experience Management, Business Process Automation, Mail-Related Solutions, and Parcel Locker Solutions, Quadiant helps simplify the connection between people and what matters. Quadiant supports hundreds of thousands of customers worldwide in their quest to create relevant, personalized connections and achieve customer experience excellence. Quadiant is listed in compartment B of Euronext Paris (QDT) and belongs to the SBF 120 index.

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