



WHY IS JOURNEY INTELLIGENCE IMPORTANT? MAKING THE BUSINESS CASE

If you believe that customer experience is important, then **journey intelligence is the key that unlocks all the insights.**

What is Journey Intelligence?

Journey Intelligence is a holistic and empowered view of the customer journey that integrates analytics, mapping, orchestration, and dashboarding technologies all into one powerful, unified perspective. The whole becomes greater than the sum of its parts.

Journey intelligence provides a full understanding of the end-to-end customer experience and enables rapid and informed decision making to drive an outstanding customer experience.

Organizations that want to be customer centric (and enjoy all the business benefits of high customer satisfaction) should be embarking on a journey intelligence effort.

The good news is that it's easier, faster, and less expensive than you think to get started.

Journey intelligence delivers on all the promises of customer experience by taking a fragmented set of applications and data and linking them to enable improved business outcomes.

- Customer-centric companies are 60% more profitable than companies that don't focus on customers. ([source: Deloitte](#))
- Brands with excellent customer experience bring in 5.7x more revenue than competitors that lag in customer experience. ([source: Retail Customer Experience](#))
- 84% of companies that work to improve their customer experience report an increase in their revenue. ([source: Forbes](#))
- A moderate increase in customer experience investment generates an average revenue increase of \$823 million over three years for a company with \$1 billion in annual revenues. ([source: Temkin Group](#))
- Performance on journeys is substantially more strongly correlated with customer satisfaction than performance on touchpoints. Moreover, performance on journeys is significantly more strongly correlated with business outcomes such as revenue, churn, and repeat purchase. ([source: McKinsey](#))

Journey intelligence gives you holistic, unified, centralized, omnichannel understanding into:

- What your customer did in the past
- What worked and didn't work
- What needs fixing
- What you'd like them to do
- What they're likely to do in the future
- How to improve the experience to get them to take the actions you want them to take



The business impacts of implementing journey intelligence are clear:

INCREASED:



- Revenue • Profits • Customer satisfaction
- NPS • Right-channeling • Efficiencies
- Tailored, personalized marketing opportunities
- Loyalty • Customer lifetime value • Retention

DECREASED:



- Marketing costs • Personnel costs
- Churn • Task abandonment
- Negative reviews and complaints

CASE STUDY: LARGE US BANK

BryterCX connected web and call center data, created a new visualization of the journey from digital to contact center, and prioritized web pages based on downstream calls.



A large US bank was experiencing significant increases in call volume but struggled to understand and prioritize what to fix.



Available data indicated most calls originated from a digital experience, but siloed systems prevented root cause analysis.



BryterCX connected web and call center data, created a new visualization of the journey from digital to contact center, and prioritized web pages based on downstream calls.

This net-new CX view generated powerful insights to uncover friction:

~25

Pages out of ~1200 were responsible for driving 4.8mm calls within 1 hour of a web session.

40%

Of customers who submitted a dispute called within one hour of their web visit.



The top reason for the call was to clarify status on their dispute.

\$3MM

By discovering the specific source of friction journey analytics enabled the client to identify millions in unnecessary costs resulting from this oversight of clarification.