

JOURNEYLYTICS

**STOP IMAGINING YOUR
CUSTOMER JOURNEYS.**

We will reveal them in your data.

Journeylytics : customer-journey analytics

Why would you care about customer journeys?

The way customers interact with the brands is changing rapidly. The customers' paths-to-purchase consist of multiple interactions with your brand across many channels and everywhere they leave digital traces.

Behaviour provides critical information about your customer and enables you to personalise their experience and provide accurate predications.

Some brands are already using these digital traces to better understand the customer and to improve and personalise their experience. Soon this will become the norm, and brands that stay behind will see their customers leave for the competition.

Journey mapping versus journey analytics

Customer-journey map is a visual representation of all the steps that customers take on their path to purchase. Typically, it's created based on interviews with stakeholders within the company and sometimes a small sample of customers. Journey analytics also produces visual reports, but differs from the simple map in a number of significant aspects.

Real, not imaginary journeys. Journey maps all too often describe journeys imagined by marketers and CX experts, not necessary the journeys that really take place. Journey analytics is data driven and distills the paths-to-purchase from the billions of digital traces your customers leave behind. Journey analytics shows you what really happens and can uncover pain points that no CX expert could imagine.

Customer segments. Simple journey maps show a single, average customer journey. More sophisticated maps will break the customer base into a number of personas (customer segments). But how many customers of each type are there? Are there segments that you are missing? At Journeylytics we use machine-learning algorithms to automatically discover customer segments in the journeys. The segments than can be correlated with various KPIs, such as conversion rate, lifetime value, churn rate, etc. That allows to prioritise resources when improving customer experience: start with the most valuable customer segments.

Dynamic picture. While traditional journey maps are static, journey analytics provides a dynamic picture that will change over time, as your customers' journeys are changing. This is particularly important for business undergoing digital transformation.

Levels of detail. A traditional journey map is a single picture, whereas interactive reports produced in a journey analytics process will allow you too zoom in on important and interesting segments.

Over Coders Co en Journeylytics

Coders Co. is a team of data and computer scientists who have developed tools to efficiently analyze behavioral data. We developed Journeylytics and Rax: the platform that powers it. The Rax platform is also data-source agnostic: it can handle data coming from your CRM system, a Web API, a spreadsheet or any other system. This makes it future proof, as it will always be able to work with your data as you expand your marketing and customer-service technology stack.

For more information visit our website www.codersco.com or contact us by email: info@codersco.com