Customer Journey Orchestration: The Missing Piece in Your Tech Stack

How to elevate your existing technology systems and optimize CX using the power of Customer Journey Orchestration.
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Welcome to *Customer Journey Orchestration: The Missing Piece in Your Tech Stack*. This eBook explores the changing needs of today’s customer, and examines what actions businesses can take to maximize their existing technology to meet those needs and stay on top.

**Topics covered include:**

1. The new era of customer experience
2. The impacts of disconnected tech systems
3. The power of Customer Journey Orchestration
4. Supercharging your tech setup to maximize performance
The New Era of Customer Experience

Customer expectations have never been higher. Now, more than ever, individuals demand to be in control of their journey, and they expect effortless and individualized experiences every time they interact with a brand, no matter what the channel.

This trend is showing no signs of slowing down. As such, businesses must remain agile and be ready to adapt their technology and CX strategy to keep up with evolving needs. Because customers have more choices than ever before – and if one brand doesn’t deliver what they need, they’ll just find another that does.

When customers have a positive experience, they are inclined to spend more, show loyalty, and spread the word about their experience. All of that has a positive ripple effect. In fact, a study by Deloitte found that customer-centric companies are 60% more profitable compared to companies that are not focused on the customer.

In The Journey-Centric Revolution report, Joana De Quintanila, Forrester VP Principal Analyst, says customer-focused journey-centricity helps you put the customer first, and this “leads to higher revenue, reduced costs, and better CX. Journey-centric firms boost revenue, customer lifetime value, compliance, and upsell and reduce costs (agent training, agent productivity).”
While more and more businesses are recognizing the importance and value of a customer-centric approach, many are still prioritizing their brand and product-led systems over the needs of the customer. The result is sub-par customer experience.

It is critical to provide customers what they want – and what they want are seamless experiences individualized to their needs. In fact, one Accenture study revealed that 91% of consumers are more likely to shop with brands that recognize, remember, and provide relevant offers and recommendations.

Businesses that don’t act now will only face more problems into the future as customer behavior and the digital landscape continues to change and grow. Eventually, teams that don’t embrace customer-centric systems and strategies will get completely left behind.

**Discover the new age of customer experience**

- An individualized experience that meets the customer’s specific needs in that moment.
- A connected and consistent journey across all brand channels, every time.
- Seamless, efficient, and intuitive experiences optimized by AI.
Disconnected Tech in a Customer-Centric World

From Customer Relationship Management (CRM) systems to Voice of Customer (VOC) platforms, businesses rely on a range of different systems to connect and communicate with customers. While these customer technology systems and martech systems are effective at performing their specific function in their single channel, they fall short on delivering what today’s customers actually need.

Because customer behavior has changed, and a journey rarely (if ever!) comprises of just one channel anymore. It is dynamic and rapid, and individuals switch from one channel to another at pace. Most current systems aren’t equipped or robust enough to scale to these real-time cross-channel experiences.

The issue is, overcoming these challenges often means creating custom integrations to connect each system. This can be a costly, lengthy, and resource intensive project and an investment that many businesses simply can’t justify.

As a result, businesses are relying on disconnected systems that lead to siloed data, slow and disjointed customer journeys, and poor personalization. Teams just aren’t equipped to satisfy customer needs because they can’t keep up with the speed or scale of customers’ real-time behavior.

EXAMPLE SCENARIO

A martech platform is very effective at delivering timely and relevant communications to customers in the single channel it is made for. However, these communications do not consider the many other interactions the customer has had (or is having at that moment) with the brand via its other channels. This leads to irrelevant information being served to the customer, which gives the impression that the business doesn’t know or understand their needs at all.
The Disadvantages of Disconnected Systems

- Siloed data
- Disjointed customer journeys
- No single view of all customer interactions
- A lack of relevant personalization
- Lack of transparency
- Inefficient and costly customer experiences
- Poor customer satisfaction

Solving these challenges is now more critical than ever. To harness the power of each technology system and get the most out of the full stack, businesses must embrace powerful solutions that connect and integrate each platform and empower them to achieve more.

This is where the power of Customer Journey Orchestration comes in.
Transforming the Customer Experience with Customer Journey Orchestration

Customer Journey Orchestration easily integrates with existing customer technology and martech systems, enhancing their capabilities and ensuring teams can deliver the seamless customer experience that is needed today.

1. Holistic view of customer
   By connecting all data sources across the business, Customer Journey Orchestration breaks down data silos to ensure seamless customer experiences across all channels. It also provides a unified real-time view of the customer, which helps CX teams make positive data-driven decisions with confidence.

2. Easy integration without the cost
   Teams don’t need to rip and replace existing systems or invest large amounts of time and resources to benefit from Customer Journey Orchestration. Leading Customer Journey Orchestration platforms are designed with no code integrations and connectors to sit on top of existing technology. Once in place, it alleviates problematic silos and brings connectivity to the entire tech stack.

3. Speed and scale using the power of AI
   Built-in AI helps businesses to overcome the speed and scale limitations that teams often face when using tech platforms alone. This gives CX teams the flexibility they need to adapt to changes in customer behavior in real-time. It also allows teams to model, test and deliver real-time next-best actions that are optimized to achieve the best outcomes for both the customer and the business.

4. Deeper customer journey insights to act upon
   Leading Customer Journey Orchestration platforms also utilize Customer Journey Analytics. Through the power of AI, Customer Journey Analytics aggregates and analyzes large volumes of real-time and historical customer journey data from across all systems at a rapid pace. This gives teams a deeper understanding of customer needs and behaviors in the moment, all of which can be actioned in real-time using Customer Journey Orchestration.
Customer Journey Orchestration is the key to unlocking the full potential of customer experience. By seamlessly integrating all touchpoints across the customer journey, it can deliver real-time individualized, relevant experiences at scale, supercharging business outcomes.

- Bob Hale, Alterian CEO
Customer Journey Orchestration seamlessly integrates with technology already in use in the business, connecting siloed channels and systems and supercharging their CX capabilities with real-time customer journey data and the power of AI. By harnessing Customer Journey Orchestration, teams are able to efficiently and cost-effectively elevate their CX approach and get more value out of their tech stack.

**Benefits**
- Cross-channel personalization
- Customer journey insights
- Cost-effective journey optimization
- Real-Time speed at scale

**Channels**
- Customer Engagement & Contact Center Systems
- Martech Platforms
- Customer Data Platforms
- Voice of Customer Platforms

**Customer Journey Orchestration Platform**

Connects & supercharges the tech stack
What is a Customer Data Platform?

A Customer Data Platform (CDP) connects all customer data sources to bring all information from all systems and channels into one central location. This creates a unified view of the customer at a specific point in time and is useful for building audiences and segments for analysis and marketing.

How does Customer Journey Orchestration supercharge it?

A CDP makes customer data available. But that data is one step removed from the actual customer interaction. Customer Journey Orchestration solves that problem, providing:

- An accurate view of the entire customer journey, not just the customer record.
- Real-time view of actual customer behavior to better understand impacts on KPIs.
- The ability to cross-channel identity stitch and combine customer data from multiple sources in real-time.
- The power to orchestrate individualized customer experiences.

Integration in action

A leading bank had no visibility of their customers’ cross-channel journeys. By connecting Customer Journey Orchestration with their CDP, they were able to enrich customer profiles with real-time journey interaction data and see and analyze cross-channel customer journeys for the first time. AI-powered Journey Orchestration then allowed them to leverage these enriched customer profiles to orchestrate individualized experiences.

- Resolved journey friction points.
- Optimized channel performance.
- Increased CSAT.
What are Martech Platforms?

Martech platforms help brands design and deliver pre-defined customer journeys and personalized experiences for front-of-funnel marketing activities. They extend from marketing automation and campaign management solutions into customer data management, analytics, and segmentation. They are most often associated with outbound channel activities such as email and mobile messaging.

How does Customer Journey Orchestration supercharge them?

Martech platforms solve many problems but only within the single channel they’re designed for. This results in disconnected systems that leads to siloed data, disjointed journeys, and poor customer satisfaction. Customer Journey Orchestration helps to solve these problems, extending the capabilities of the entire Martech stack. Customer Journey Orchestration gives you the power to:

- Cost-effectively connect all Martech platforms and eliminate data silos.
- Have a connected end-to-end view of the customer journey lifecycle and all behavior.
- Deliver individualized cross-channel customer journeys.
- Optimize millions of individual interactions in real-time, at a speed and scale not achievable using Martech alone.
- The power to orchestrate individualized customer experiences.

Integration in action

To overcome disconnected channels, an online retailer integrated their marketing automation platform with Customer Journey Orchestration. This supercharged the performance of retargeting ads across all channels, delivering more targeted and relevant communications that helped each customer more easily move towards their purchasing goal.

- 19% reduction in their overall cart abandonment rates.
- Additional $1 million recovered in abandon cart value.
- More cost-effective retargeting campaigns.
What are Customer Engagement and Contact Center systems?

Customer Engagement and Contact Center systems focus on optimizing journeys for internal processes by helping to prioritize and recommend the next-best actions to call center agents based on customer behavior analysis.

How does Customer Journey Orchestration supercharge them?

Customer Journey Orchestration enriches the customer behavior analytics identified by customer engagement and contact center systems, providing deeper insights into the end-to-end experience of the customer’s journey.

- Provides real-time customer interaction data to make experiences with agents more efficient.
- Optimizes next-best action recommendations to improve customer experience.
- Reduces unnecessary call activity by individualizing self-service experiences that help customers resolve problems without the need for a call center.

Integration in action

Armed with Customer Journey Orchestration, a large utility provider maximized their customer engagement platform.

Empowered more of their customers to solve their problems without speaking to a call center agent. This reduction in call center volume, and Journey Orchestration’s ability to deliver relevant next-best action recommendations to call center agents, resulted in:

- $7.5 million reduction in call center costs.
- >10% increase in NPS.
What is a Voice of Customer Platform?

Voice of Customer (VOC) platforms collect and analyze customer feedback during a customer journey to measure brand and customer service levels via NPS and CSAT scores. Often this is conducted through surveys or can be done through the analysis of communication in different channels like searching for common discussion themes in social media comments.

How does Customer Journey Orchestration supercharge them?

Customer Journey Orchestration integrates with VoC platforms to overlay the voice of customer findings in the context of customer journeys. This enriches insights into customer journey behavior and intent. Customer Journey Orchestration also leverages its own learnings and these enriched insights to better recognize and optimize journey experiences for customers in real-time.

- Collect and analyze customer feedback across all channels.
- Monitor customer interactions as they’re happening.
- Better understand customer behaviors and brand sentiment.
- Deliver individualized experiences and ensure journeys adapt to customers’ needs and behaviors in real-time.

Integration in action

A leading travel brand implemented Customer Journey Orchestration to make the most of their VOC insights. Working together, Customer Journey Orchestration was able to take customer feedback received via VOC platforms and use those insights to deliver real-time personalized travel booking experiences based on the responses.

- Conversions up 13%.
- Conversions up 19% for high-value customers.
- CSAT up 15%.
Ready to Supercharge Your Tech Stack and Optimize CX?

An ever-evolving digital landscape and rapidly changing customer behaviors mean customer technology and martech systems alone are no longer enough to keep up with the speed or scale of individuals today. Furthermore, they do not provide the real-time view of customer interactions that is so important.

To remain competitive, businesses must embrace solutions that address the speed and scale issues and provide teams an accurate view of real-time customer journeys across all channels – all while leveraging the existing technology systems that are already in place.

This is exactly what Customer Journey Orchestration does.

Customer Journey Orchestration’s ability to integrate with any system and supercharge its functions with real-time speed and scale capabilities makes it a valuable and cost-effective solution for any business today. It not only activates the full capabilities of your technology stack, but it also helps you to unlock new opportunities and drive growth into the future.

Harness the power of Customer Journey Orchestration to:

- Create and leverage a unified view of the customer journeys.
- Deliver real-time individualized experiences at scale.
- Optimize and continually improve customer journey performance.
- Stay ahead of the competition by delivering experiences across the full customer journey lifecycle that help drive revenue, reduce costs and improve customer satisfaction.
It’s Time to Start Your Journey, Your Way.

Alterian’s Real-Time CX Platform brings together the power of Customer Journey Analytics and Customer Journey Orchestration into one easy-to-use platform. Harnessing the power of AI, it’s proven to deliver rapid time to value and help CX teams achieve their customer-led transformation goals.

What’s more, out-of-the-box connectors make the platform one of the most efficient and cost-effective ways for CX teams to solve the scale problem. It easily integrates with existing technology systems, supercharging their capabilities in a way that takes customer experience to the next level.

To learn more about supercharging your technology with Alterian’s Real-Time CX Platform, contact our team or request a demo.