Transforming business with
data-driven insights

Customer Journey Analytics gives you pin-point insight to transform your business in today's multi-channel world

The Challenge

The world is not "single channel" anymore; creating new complexities in how enterprises efficiently and effectively interact with your customers.

Customers have many ways they can interact with your business including web portals, mobile applications, chat sessions, retail visits and call centers.

While it is essential to offer a wide range of interaction channels, this may not always translate into a quality experience for your customer. Often customers may perceive their experience to be very different from what you think it is, or ought to be.

Your customers may also choose to utilize unexpected channels and pathways. All of these factors can have a significant impact on customer satisfaction, the cost to serve your customer base, and your sales and marketing effectiveness.

The Solution

A "Customer Journey" is a unique lifecycle of customer interaction events from multiple channels that shows a customer trying to do an activity. With Customer Journey Analytics you move you away from reliance upon a perception of how customer interactions occur, to a factual understanding of how customers utilize the various channels in their interactions with your business.

Combining all the different unrelated interaction events as "journeys" allows you to see a full picture of your customers' experience across multiple touch points. By applying a data analytics approach to each "customer journey", you gain the insight to better understand each customer's individual experience, identify opportunities for operational improvement, maximize investments made in the channels interacting with your customers, and enhance your business growth strategies.

Trusted partner for your **Digital Journey**

Atos

Why understand Customer Journeys?

Your business may have multiple channels to interface with customers, and control how interactions are handled. But often these channels align with different parts of the business and do not focus on servicing customers in a unified cohesive way.

For example, a customer that orders a new digital television receiver at their home may interact via the web portal, ordering services online. This same customer may also speak with a customer service representative at a call center to order and schedule their home delivery to obtain their digital receiver, and seek assistance with setup and configuration. In the end, the customer's ultimate goal is to have a functioning television with all the available services they requested. Although the customer may achieve this, their experience will vary depending on their unique situation.

During the process they will interact with your enterprise in multiple ways and may not always result in high customer satisfaction.

With Customer Journey Analytics (CJA), you will have the ability to monitor the complete journey, as opposed to monitoring dozens of silos and disconnected customer events. With CJA you will have the insights and knowledge to dramatically identify with inefficient processes to positively affect an individual's journey.

The information you collect and store within your systems is valuable, and although you may analyze the data in individual channels, it may not be sufficiently organized to determine the precise journey beginning to end.By looking at these events as a single journey - start to finish, you are better positioned to understand

the full dynamics of the journey. Hence, journey analysis provides you the ability to:

- Assess the impact on the customer experience
- Determine the relationship and impact to supporting business units
- Perform root cause analysis
- Identify optimal and alternative courses of action
- Apply metrics for the best possible outcomes

By understanding "customer journeys" you can become more knowledgeable about your customer interaction dynamics and more efficient in how you serve their needs and drive business growth.

Our Solution: Customer Journey Analytics

Leveraging ClickFox technology, Atos collects and aggregates events every time customers interact to consume products and services via enterprise channels. This is done automatically

and updated as frequently as is desirable, maintaining a constant update of customer experience across all channels. By applying data analytics, we can map the customer's

end-to-end experience, connecting and formulating events into journeys. Then we analyze and visualize the journeys to define pin-point insights; showing how to improve overall customer experience, how to reduce the cost to serve and to support business growth – together in harmony.
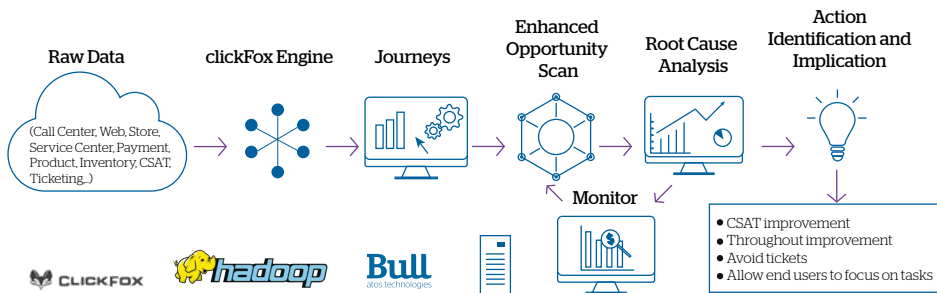
Some typical results in applying Customer journey insights are:

- 20% increase in customer satisfaction and net promoter scores
- 20% cost reduction in operations cost to serve
- 15% increase in sales and customer demand
- 20% improved predictive modeling... Giving you the insight to help forecast trends

Fig 1: Atos Journey Platform

Our Partnership

ClickFox is the creator of the journey data standard and the only specialized journey solution certified on Hadoop. With over a decade of expertise monetizing the world's largest customer interaction sources, they have proven success transforming big data into connected, dynamic journeys delivering

billions in incremental revenue, operational efficiencies and c-sat improvements to our clients. With Atos' global industry leadership in IT and ClickFox's innovative technology in customer data-analytics, together we offer a unique solution in Customer Journey Analytics for IT and business. Together we can provide

you with an end-to-end solution giving you the journey analytics platform, prepared business and IT use-cases, and a global practice of data-analytics specialists. We are your trusted partners with proven customer data-analytics solutions you need to deliver your data-driven digital business transformation.

Atos

Atos is a global technology and service provider, number 1 in Europe and number 3 worldwide. Atos is rated by analysts as 'Leader' in several market analyst reports. We develop and deliver the most cost-effective and suitable data-analytics solutions together with our partners. We have early insight on new

technology solutions and new approaches to delivering your business.
Our strong global footprint, and industry heritage gives us the understanding and the flexibility to adapt easily to our clients' culture whatever their industry and wherever they do business in the world.

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