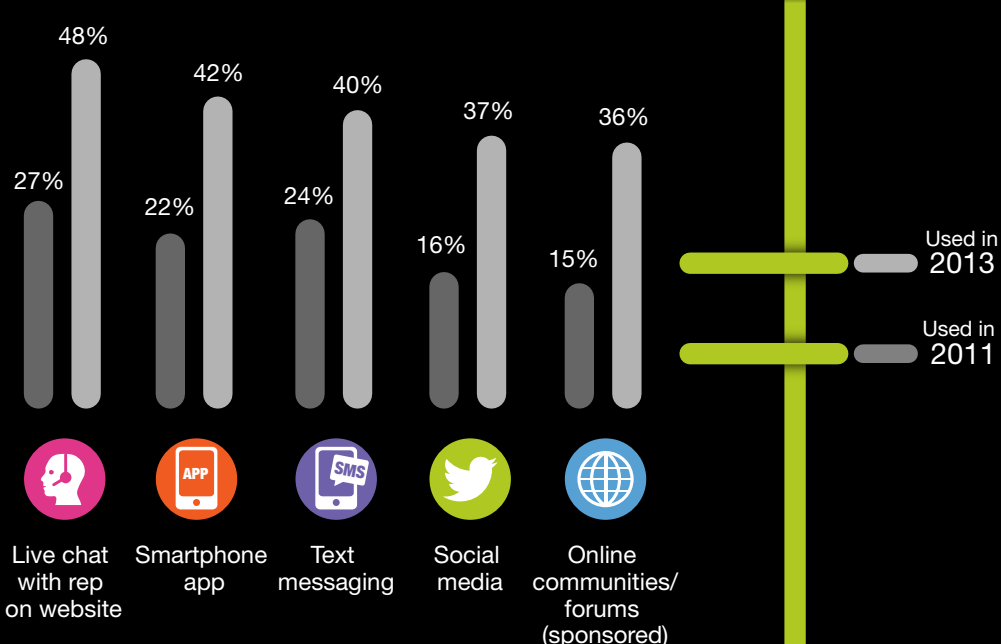


DO YOU KNOW YOUR CUSTOMER JOURNEY?

USAGE OF EMERGING COMMUNICATION METHODS IS GROWING DRAMATICALLY



And consumers use on average **5.8 DIFFERENT CHANNELS** to communicate with service providers



Over **HALF** of consumers switch channels for convenience

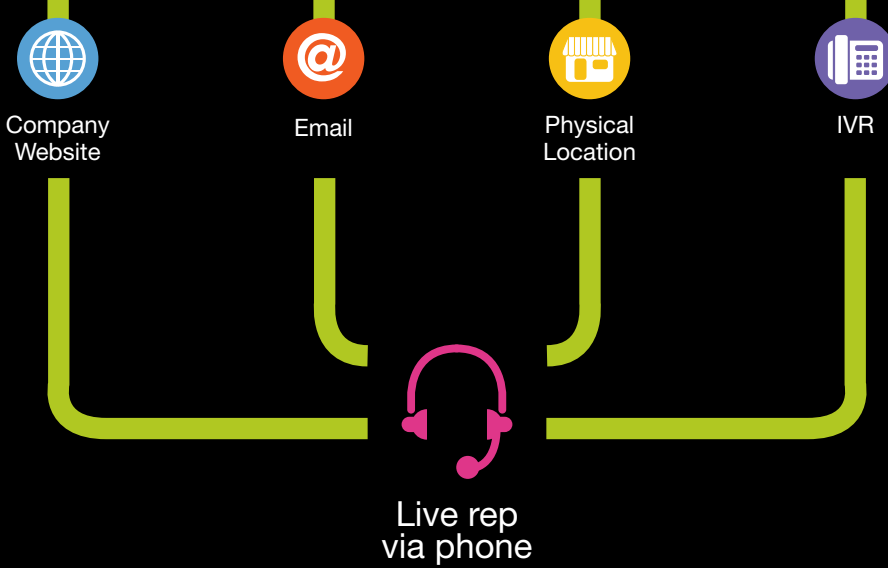
But...

when switching channels,

74% of consumers experience challenges

And when things go wrong...

ALL ROADS LEAD TO THE CONTACT CENTER:



SO WHAT CAN CUSTOMER JOURNEY OPTIMIZATION DO FOR YOU?

REDUCE customer effort

Improve **CUSTOMER LOYALTY**

Optimize channel **CONTAINMENT**

LEVERAGING ADVANCED CAPABILITIES

Customer Journey Visualization

Gain visibility to your customers' journeys

Exact Contact Reasoning

Find out exactly why customers contact you

Predictive Analytics

Identify customer behavior patterns, predict their needs before they call