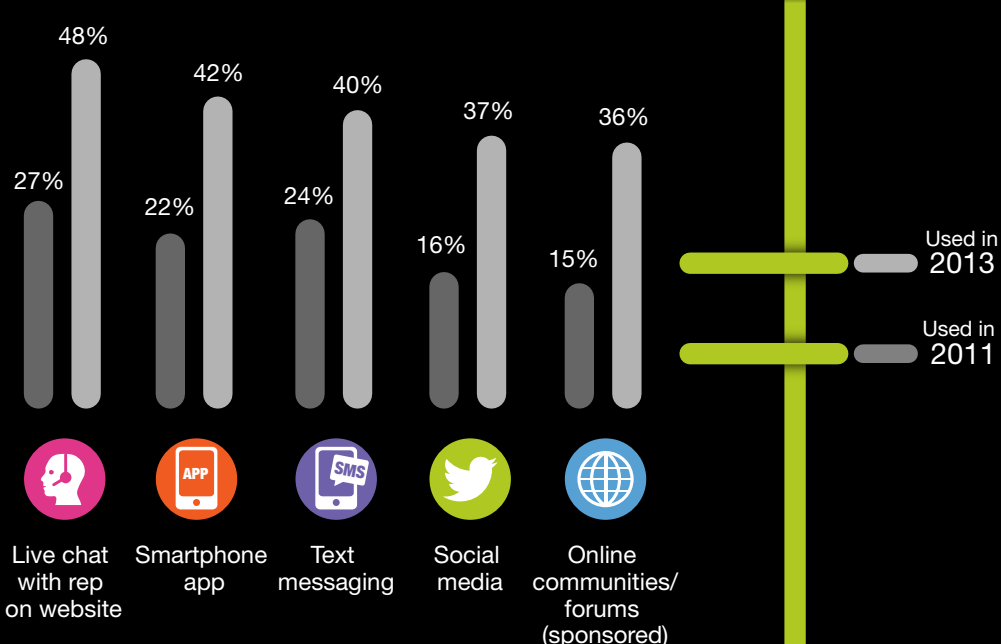


# DO YOU KNOW YOUR CUSTOMER JOURNEY?

## 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

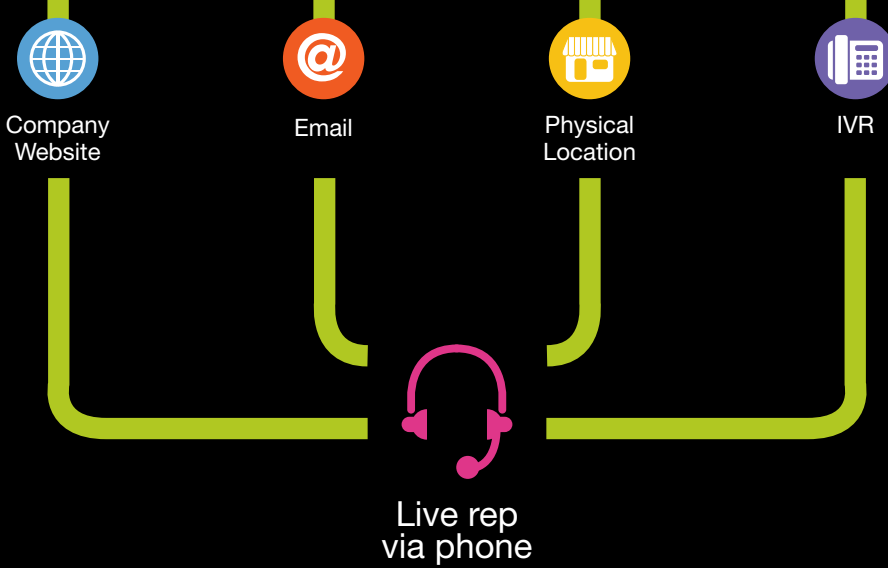
### But...

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