# INTELLIGENT JOURNEY ORCHESTRATION IN A NUTSHELL

## FROM FOUR DISCIPLINES TO ONE BEST-PRACTICE

### CX

CX and Marketing used to be siloed operations, but as customer expectations (and journeys) have become more complex, Marketing and CX are learning they have more in common than they thought. Businesses must build meaningful relationships before, during and after every transaction, and taking a truly holistic view of customers and their lifecycle means fusing CX and Marketing.
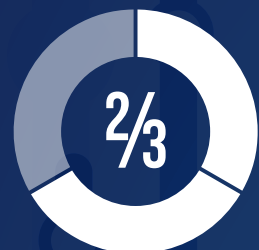
**2/3** — Today, around two-thirds of CMOs are accountable for customer experience for their organization. (Forrester)
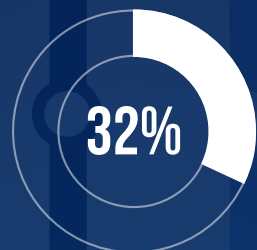
**32%** — 32% of B2C CMOs see improving customer experience as a top-three objective. (Forrester)
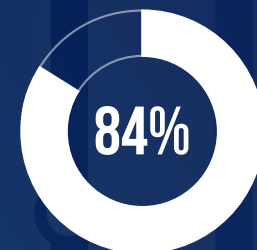
**84%** — 84% of organizations working to improve CX report an increase in revenue. (Dimension Data)

### MARKETING

Over the last decade, marketers have been leveraging data management and marketing channel activation platforms to better reach (and convert) customers across channels. The goal of these platforms, however, is predominantly focused on increasing ROI, leaving a gap where customer-centricity needs to be addressed.

CX experts have one job: increase customer satisfaction. But in an age when customer-centricity has become a business-wide KPI and customers demand a hyper-personalized experience, designing the perfect customer experience requires more. CX teams have looked to journey mapping technology to help them effectively respond to customer needs across a huge range of digital channels.

**↑20%** — Increasing customer journey satisfaction will increase customer satisfaction by up to 20%. (McKinsey)

**75%** — 75% of B2B — and 40% of B2C — organizations engage in isolated, bottom-up initiatives, often with little data. (Gartner)

**87%** — 87% of consumers think brands need to do more to provide a seamless experience. (Zendesk)
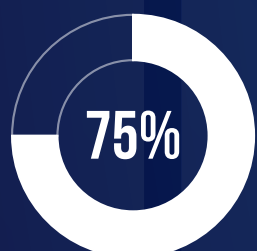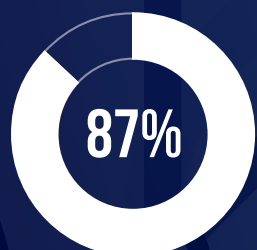
## INTELLIGENT JOURNEY ORCHESTRATION

Intelligent Journey Orchestration (IJO) brings CX and Marketing together and combines essential data unification technology (DMP, CDP) with journey mapping technology. Optimized by AI, IJO platforms offer a new path to a truly data-driven, customer-centric approach that allows businesses to adjust to customer needs in real time, across channels.
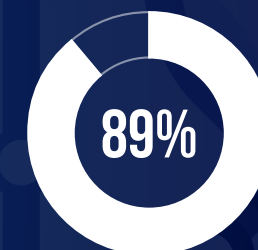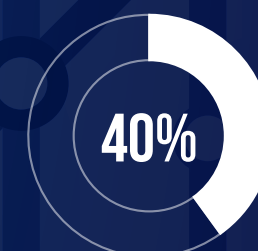
**↑86%** — Lead increase

**↑90%** — Increase in information requests

**↑800%** — Higher-than-average increase in value per email

**↑776%** — Click-through-rate on personalized homepage

**↓8%** — Reduction of media waste

**89%** — Brands with effective omnichannel engagement programs keep 89% of customers. (Aberdeen Group)

**40%** — By 2020, more than 40% of all data analytics projects will relate to an aspect of customer experience. (Gartner)
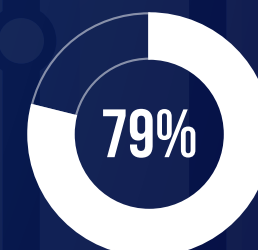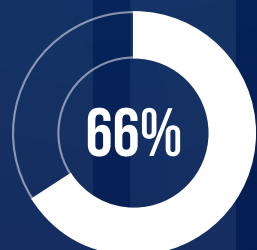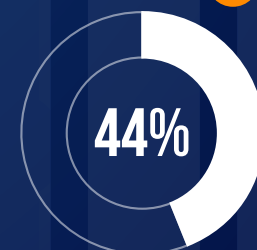
**79%** — 79% of consumers want brands to demonstrate they care before considering a purchase. (Wunderman)
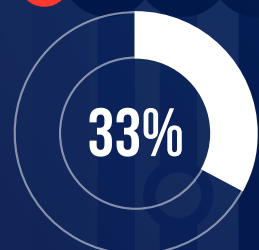
**33%** — 33% of elite marketers say having the right technologies for data collection and analysis is the most useful in understanding customers. (Econsultancy & IBM)

**66%** — 66% of marketing data is used to better focus on targeting offers, messages, and content. (Forbes)

**44%** — 44% of elite marketers rated their tech capabilities as "okay" or worse, and only 21% said their organization's tech capabilities were "excellent." (Econsultancy)

### JOURNEY MAPPING

### MARTECH

Customers today define their own journeys across a great range of online and offline channels. For over a decade, Martech has been helping marketers unify customer data to meet customer needs at every touchpoint. The new challenge is how to best activate that wealth of data to create effective customer journeys.