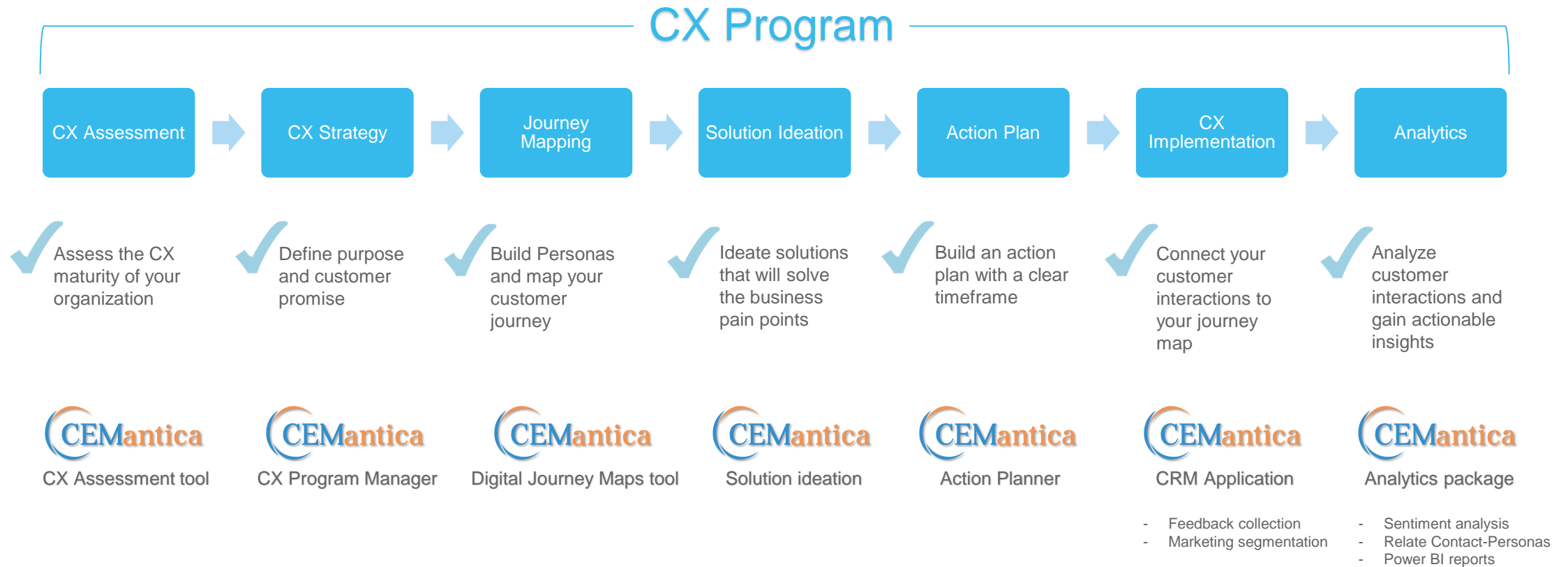




CUSTOMER EXPERIENCE

Customer Journey Mapping Solution Overview

CX Program Flow



A business meeting scene with three people in front of a wall covered in colorful sticky notes. A man with glasses is in the foreground, gesturing with his hand. A woman stands in the background, and another woman sits to the right. The text 'The Challenge: Static Journey Maps' is overlaid in the center.

The Challenge: Static Journey Maps

Digital Journey Mapping



Static maps vs. Digital maps

Customer Journey Mapping Tool

- ❑ CEMantica is a cloud-based Customer Journey mapping solution that allows you to create and customize high-end engaging journey maps to detect and solve customer pain points and better understand their needs and expectations.
- ❑ Providing the ability to integrate with Voice of the Customer platforms, CEMantica's Customer Journey Mapping tool together with power BI analytical dashboards will bring you one step further in the implementation of customer experience.



Persona Builder

Bring your personas to life!

This option allows to create new personas in the system defining demographic as well as behavioral characteristics.

Master Cook Customer Journey (Sample) ▾ Save Delete Export Map Share Map

Create New Persona

Name

Occupation

Age

Location

☒ Male ☐ Women ☐ Other

Choose Image:

UPLOAD IMAGE

Background

Needs

Expectations

Frustrations

SAVE NEW PERSONA

Delete Persona

+ Add New Persona

Customer Journey Mapping

3 models of journey maps adapted to any type of business

The screenshot displays the CEMantica software interface for creating a customer journey map. The main window shows a map for 'Master Cook Customer Journey (CX S...)'. The map is divided into six stages: 1. AWARENESS, 2. RESEARCH, 3. PURCHASE, 4. DELIVERY, 5. USE, and 6. POST SALE. The map type is set to 'Current'. A modal window titled 'New Customer journey' is open, prompting the user to 'Select the map mode'. The modal offers three options: 'Custom' (blank map), 'Simple' (standard template), and 'Advanced' (detailed template). The 'Simple' option is selected. The background interface includes a sidebar with customer details for 'Maria Arcano (CX sample)', a quote, background information, needs, expectations, and frustrations. The top navigation bar includes 'CEMantica Administrator', 'Support', and 'Dashboard'. The bottom navigation bar includes 'Global Insights' and a '+ ADD DEPARTMENT' button.

CEMantica Administrator | Support | Dashboard >

Master Cook Customer Journey (CX S...) | Save | Delete | Copy | Export | Manage access | Global Score: 3.83

Map Type: Current | Future

1 AWARENESS 2 RESEARCH 3 PURCHASE 4 DELIVERY 5 USE 6 POST SALE

Poor

Terrible

NEW CUSTOMER JOURNEY

Select the map mode

Custom

Simple

Advanced

blank customer journey map that you can customize on your own

a standard customer journey map template for simple journey illustrations

a detailed customer journey map template for complex journey illustrations

< BACK

NEXT >

SYSTEMS

Emailing

+ ADD SYSTEM

DEPARTMENTS

Marketing

Retail

+ ADD DEPARTMENT

GLOBAL INSIGHTS

We should invest more time on

We should provide more means

The purchase from the website

We should work on increasing the

The products are heavy to move

There are too many calls that

Stages

Define the different stages of your customer journey

The screenshot displays the CEMantica Customer Journey Map interface. On the left, a customer profile for Maria Arcano (CX sample) is shown, including her photo, gender (Female), age (25), location (Madrid, Spain), and occupation (Student). Below the profile is a quote: "Cooking is a way for me to express my feelings. Food is my creation and its taste is the reflection of my soul." The main area shows the "Master Cook Customer Journey (CX S...)" with a "Global Score: 3.83". The journey is mapped out in six stages: 1. AWARENESS, 2. RESEARCH, 3. PURCHASE, 4. DELIVERY, 5. USE, and 6. POST SALE. Each stage has a description and an icon. The "STAGES" section is expanded, showing the following details:

Stage	Description	Icon
1 AWARENESS	This phase is focused on raising the awareness of potential customers to the products marketed by the company	Smartphone, coffee cup, newspaper, glasses
2 RESEARCH	During the Research phase the potential customers will look for information regarding cookware supplies comparing different	Computer monitor, keyboard, mouse, coffee cup
3 PURCHASE	Prospects that have made their mind to buy cookware products will do so either from the website or through one of the retail stores.	Shopping cart, website, credit card
4 DELIVERY	Products purchased will be delivered home by one of the delivery agencies or by the customer himself. This stage	Blue balloon, cardboard box
5 USE	Customers use the cookware at home	Kitchenware: coffee pot, coffee cup, plate, smartphone
6 POST SALE	Cookware products have lifetime guarantee. Customers can contact the support desk and complain on the quality of the products, ask	Support desk icon with speech bubbles

Map your Customer Interactions

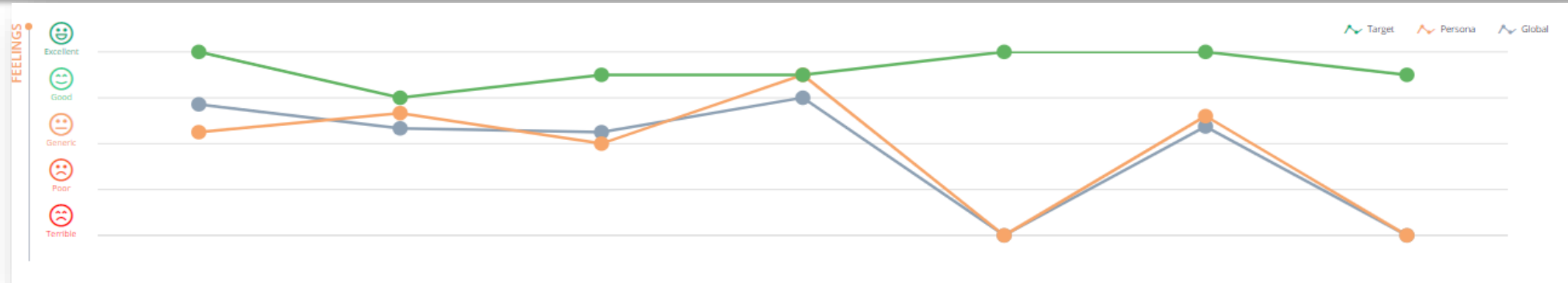
Typical customer journeys across channels

The screenshot displays the CEMantica Customer Journey Map interface. On the left, a sidebar for 'John Davis (CX sample)' includes a profile picture, gender (Male), age (41), location (Paris, France), and information systems. Below this are sections for 'QUOTE', 'BACKGROUND', 'NEEDS', 'EXPECTATIONS', and 'FRUSTRATIONS'. The main area shows a journey map with stages: 1. AWARENESS, 2. RESEARCH, 3. PURCHASE. A blue box highlights the 'ACTION' text in the 'RESEARCH' stage. The 'INTERACTIONS' section lists various touchpoints: website, e-mail, and store. Each touchpoint card includes a description of the customer's experience and a 'FEELINGS' bar with green and red segments. A blue box highlights the 'FEELINGS' bar for the 'e-mail' touchpoint. The bottom of the interface features a '+ ADD TOUCHPOINT' button.

For each stage defined, a detailed description is allocated explaining the doing of the customer in the journey process = **ACTION**

Emphasized with **TOUCHPOINTS** – where it took place & **FEELINGS** – how he felt about it (**PROS & CONS**)

Emotion Map



Feelings

Insights

The Insights section is managed on the Stage level and its objective is to record the conclusions that are drawn from the interactions of the different personas associated to the customer journey map.

As a visualization of the customer experience interactions, the emotion map summarizes the emotion levels of the current persona, the average emotion level of all related personas to the journey map and the target that was set for each stage

INS

2

We should invest more time on connecting with celebrities that are interested in cooking. This will help us get to a larger audience

3

We should provide more means for gathering information about our products so that we will be able to articulate the message in the way we would like to be perceived. We also need to work

4

The purchase from the website can be optimized. It would be good if we can catch potential customers when they are moving through the purchase process but not completing it. The

5

We should work on increasing the size of our delivery network so we can propose to our customer a wider variety of delivery drop-offs. In addition would be good to package the products in a

5

The products are heavy to move from place to place, we need to check if we can use lighter materials. Customers cannot use a dish washer to clean the cookware, we need to see if this is

Backstage swim lanes

Map your Customer journey against your internal systems and departments

SYSTEMS

Emailing

Website

ERP

Exchange

POS

+ ADD SYSTEM

Website

CTI

Exchange

IVR

+ ADD SYSTEM

Soci

Web

+ A

DEPARTMENTS

Marketing

Retail

+ ADD DEPARTMENT

Marketing

Retail

+ ADD DEPARTMENT

Finance

IT

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GLOBAL INSIGHTS

We should invest more time on connecting with celebrities that are interested in cooking. This will help us get to a larger audience

We should provide more means for gathering information about our products so that we will be able to articulate the message in the way we would like to be perceived. We also need to work with our wholesaler and request

The purchase from the website can be optimized. It would be good if we can catch potential customers when they are moving through the purchase process but not completing it. The purchase from the store is pretty

We should work on increasing the size of our delivery network so we can propose to our customer a wider variety of delivery drop-offs. In addition would be good to package the products in a manner that is simple to carry

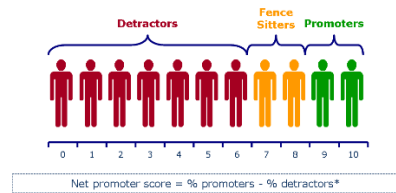
The products are heavy to move from place to place, we need to check if we can use lighter materials. Customers cannot use a dish washer to clean the cookware, we need to see if this is something we can solve

There are too many calls that require an escalation. We need to empower the service agents to take decisions and provide a support that is comprehensive. We also need to improve the interaction between the facto

Cus
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VoC Integration

Integrate Voice of the Customer data with your journey map!



CRM
CUSTOMER RELATIONSHIP MANAGEMENT



Dynamics 365 CEMantica Customer Journey App Customer Journey > Contact Interactions **SANDBOX**

Show Chart + New Delete Refresh Email a Link Flow Run Report Excel Templates Export to Excel Import from Excel Create view

All Active Contact Interactions

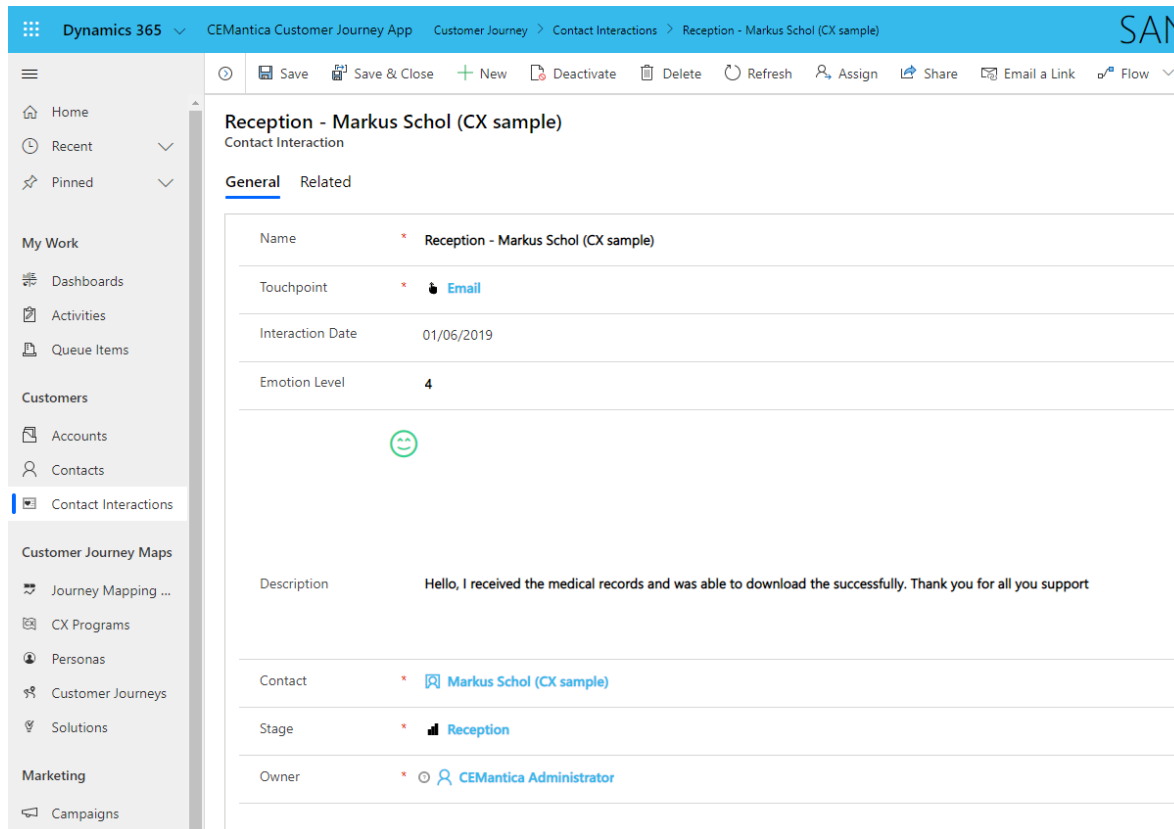
Touchpoint	Customer Journey (Stage)	Stage	Contact	Persona (Contact)	Emotion Level	Interaction Date	Owner
Advertisement	Master Cook Customer Journey (C) Awareness		Kerry Mason (CX sample)	Maria Arcano (CX sample)	3	01/04/2019	CEMantica Administrator
Advertisement	Furniture Savvy Customer Journey Discovery		Emma Gates (CX sample)	Veronique Evard (CX sample)	4	01/11/2018	CEMantica Administrator
Agent	ABC Services Customer Journey - S Pre-sales		Jennifer Lee (CX sample)	Martin Spenser (CX sample)	5	01/03/2019	CEMantica Administrator
Agent	ABC Services Customer Journey - S Delivery		Jennifer Lee (CX sample)	Martin Spenser (CX sample)	4	01/05/2019	CEMantica Administrator
Agent	ABC Services Customer Journey - S Contract		Thomas Sambale (CX sample)	Martin Spenser (CX sample)	3	01/04/2019	CEMantica Administrator
Agent	ABC Services Customer Journey - A Pre-sales		Jennifer Lee (CX sample)	Martin Spenser (CX sample)	5	01/03/2019	CEMantica Administrator
Agent	ABC Services Customer Journey - A Delivery		Jennifer Lee (CX sample)	Martin Spenser (CX sample)	4	01/05/2019	CEMantica Administrator
Agent	ABC Services Customer Journey - A Contract		Thomas Sambale (CX sample)	Martin Spenser (CX sample)	3	01/04/2019	CEMantica Administrator
Broadcast media	Master Cook Customer Journey (C) Awareness		Raphael Navaro (CX sample)	John Davis (CX sample)	2	01/03/2019	CEMantica Administrator
Broadcast media	Master Cook Customer Journey (C) Awareness		Ariel Dunfort (CX sample)	Maria Arcano (CX sample)	4	01/01/2019	CEMantica Administrator
Chatbot	Ace Medical Customer Journey (CX Request		Markus Schol (CX sample)	Dirk Bekker (CX sample)	5	01/11/2018	CEMantica Administrator
Chatbot	Ace Medical Customer Journey (CX Request		Peter Hofman (CX sample)	Dirk Bekker (CX sample)	4	01/11/2018	CEMantica Administrator
Customer portal	Ace Medical Customer Journey (CX Request		Markus Schol (CX sample)	Dirk Bekker (CX sample)	3	01/10/2018	CEMantica Administrator
Customer portal	Ace Medical Customer Journey (CX Wait		Markus Schol (CX sample)	Dirk Bekker (CX sample)	2	01/01/2019	CEMantica Administrator
Customer portal	Ace Medical Customer Journey (CX Payment		Markus Schol (CX sample)	Dirk Bekker (CX sample)	3	01/02/2019	CEMantica Administrator
Customer portal	Ace Medical Customer Journey (CX Reception		Markus Schol (CX sample)	Dirk Bekker (CX sample)	4	01/04/2019	CEMantica Administrator
Customer portal	Ace Medical Customer Journey (CX Request		Peter Hofman (CX sample)	Dirk Bekker (CX sample)	4	01/10/2018	CEMantica Administrator
Customer portal	Ace Medical Customer Journey (CX Wait		Peter Hofman (CX sample)	Dirk Bekker (CX sample)	4	01/01/2019	CEMantica Administrator
Customer portal	Ace Medical Customer Journey (CX Payment		Peter Hofman (CX sample)	Dirk Bekker (CX sample)	4	01/02/2019	CEMantica Administrator
Customer portal	Ace Medical Customer Journey (CX Reception		Peter Hofman (CX sample)	Dirk Bekker (CX sample)	5	01/04/2019	CEMantica Administrator

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Page 1

Sentiment Analysis

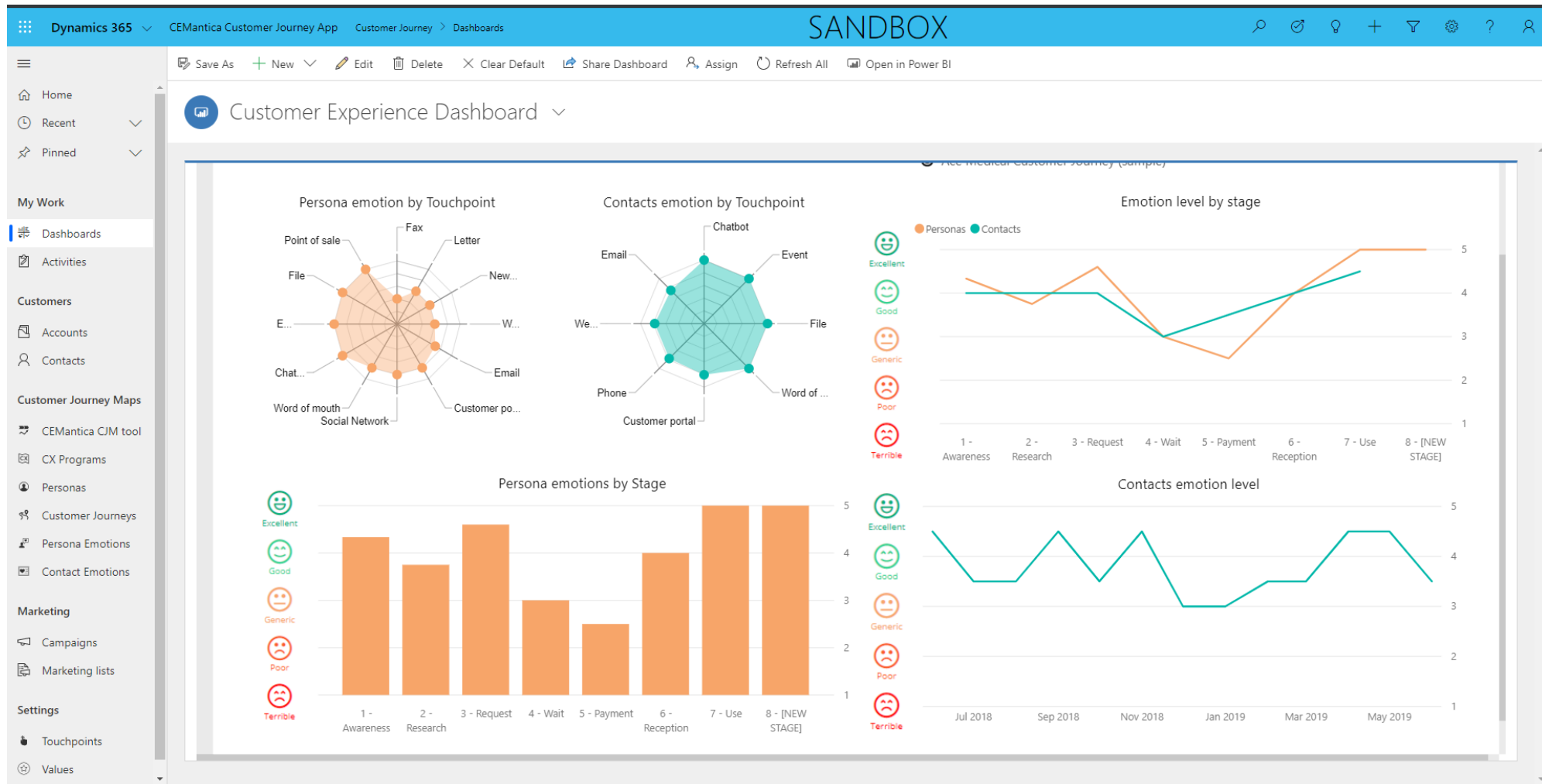
Artificial intelligence mechanism analyzes the customer interactions and produces a sentiment score for each interaction



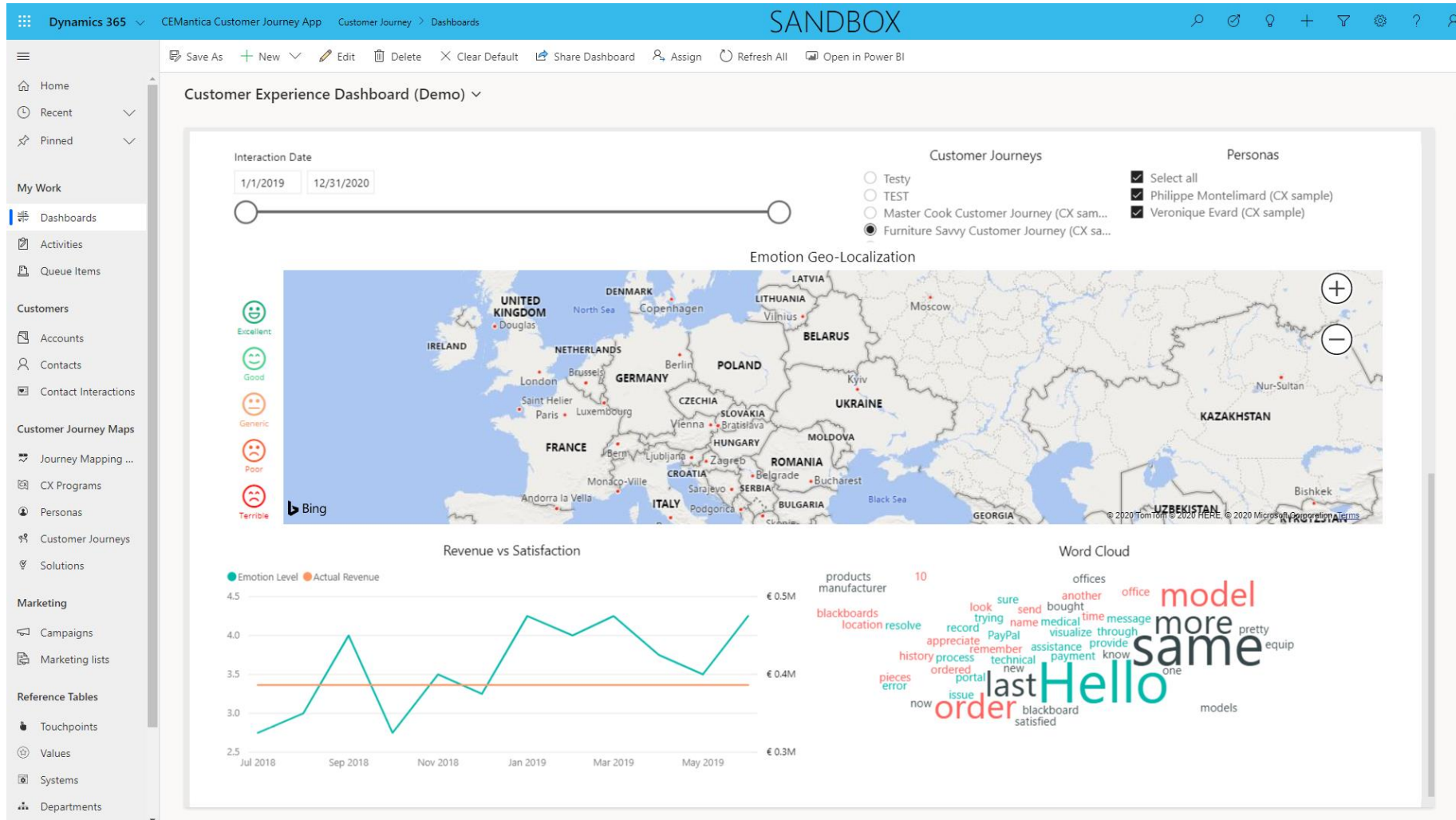
The screenshot displays the CEMantica Customer Journey App interface. The top navigation bar shows the breadcrumb path: Dynamics 365 > CEMantica Customer Journey App > Customer Journey > Contact Interactions > Reception - Markus Schol (CX sample). The right side of the header features the 'SAN' logo. A left-hand navigation pane lists various sections: Home, Recent, Pinned, My Work, Dashboards, Activities, Queue Items, Customers (Accounts, Contacts), Contact Interactions (selected), Customer Journey Maps (Journey Mapping, CX Programs, Personas, Customer Journeys, Solutions), Marketing (Campaigns), and Campaigns. The main content area is titled 'Reception - Markus Schol (CX sample)' and 'Contact Interaction'. It has tabs for 'General' and 'Related'. The 'General' tab displays a form with the following fields: Name (Reception - Markus Schol (CX sample)), Touchpoint (Email), Interaction Date (01/06/2019), Emotion Level (4), and Description (Hello, I received the medical records and was able to download the successfully. Thank you for all you support). Below the description, there is a green smiley face icon. At the bottom, there are fields for Contact (Markus Schol (CX sample)), Stage (Reception), and Owner (CEMantica Administrator).

Field	Value
Name	Reception - Markus Schol (CX sample)
Touchpoint	Email
Interaction Date	01/06/2019
Emotion Level	4
Description	Hello, I received the medical records and was able to download the successfully. Thank you for all you support
Contact	Markus Schol (CX sample)
Stage	Reception
Owner	CEMantica Administrator

Analyze your customer experience data

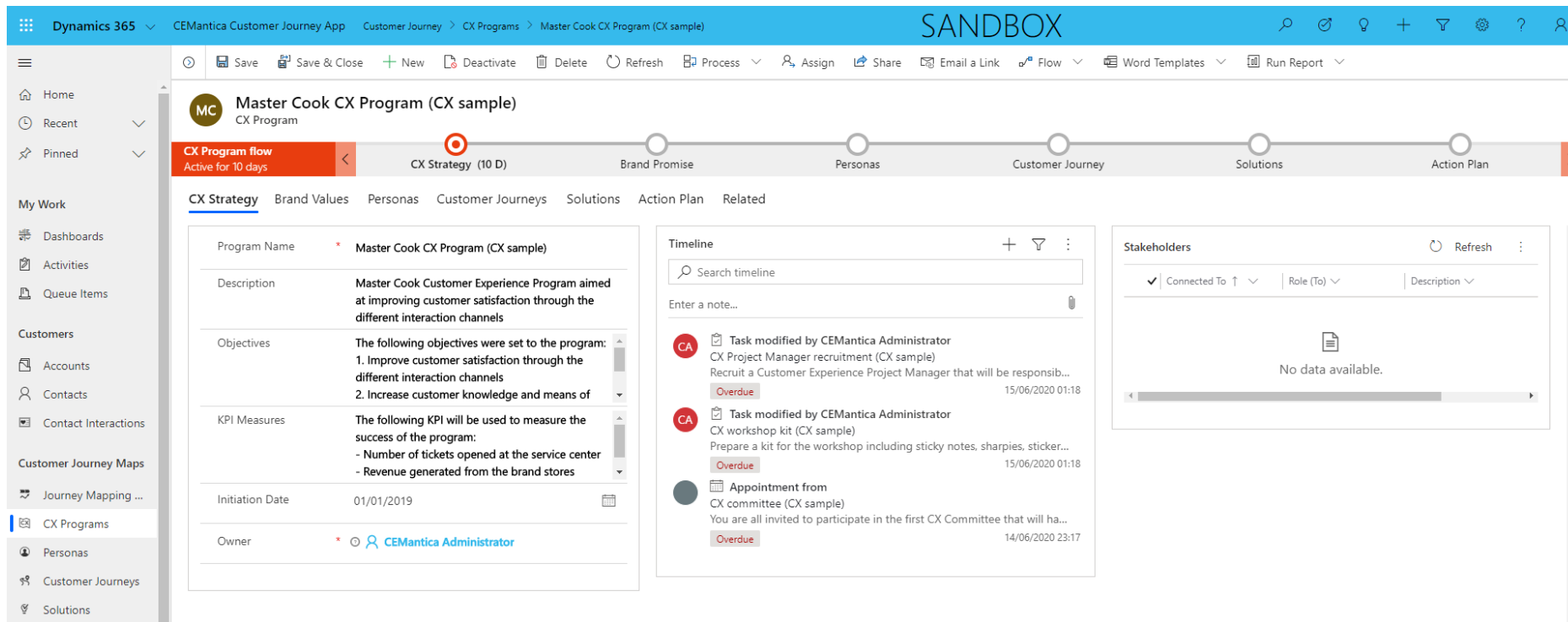


Analyze your customer experience data



CX Program Management

Manage the full cycle of a CX Program defining your strategy, brand promise, pain points, ideate solutions and build an action plan



The screenshot displays the CEMantica Customer Journey App interface for managing a CX Program. The top navigation bar shows the path: Dynamics 365 > CEMantica Customer Journey App > Customer Journey > CX Programs > Master Cook CX Program (CX sample). The main header area includes a 'SANDBOX' label and a search bar. Below this is a toolbar with various actions like Save, Save & Close, New, Deactivate, Delete, Refresh, Process, Assign, Share, Email a Link, Flow, Word Templates, and Run Report.

The central part of the interface features a timeline for the 'Master Cook CX Program (CX sample)'. The timeline is divided into several stages: CX Program flow (Active for 10 days), CX Strategy (10 D), Brand Promise, Personas, Customer Journey, Solutions, and Action Plan. The 'CX Strategy' stage is currently selected, showing a detailed view of the program's objectives, KPI measures, initiation date, and owner.

The 'CX Strategy' view includes the following details:

- Program Name:** Master Cook CX Program (CX sample)
- Description:** Master Cook Customer Experience Program aimed at improving customer satisfaction through the different interaction channels
- Objectives:**
 - The following objectives were set to the program:
 - 1. Improve customer satisfaction through the different interaction channels
 - 2. Increase customer knowledge and means of
- KPI Measures:**
 - The following KPI will be used to measure the success of the program:
 - Number of tickets opened at the service center
 - Revenue generated from the brand stores
- Initiation Date:** 01/01/2019
- Owner:** CEMantica Administrator

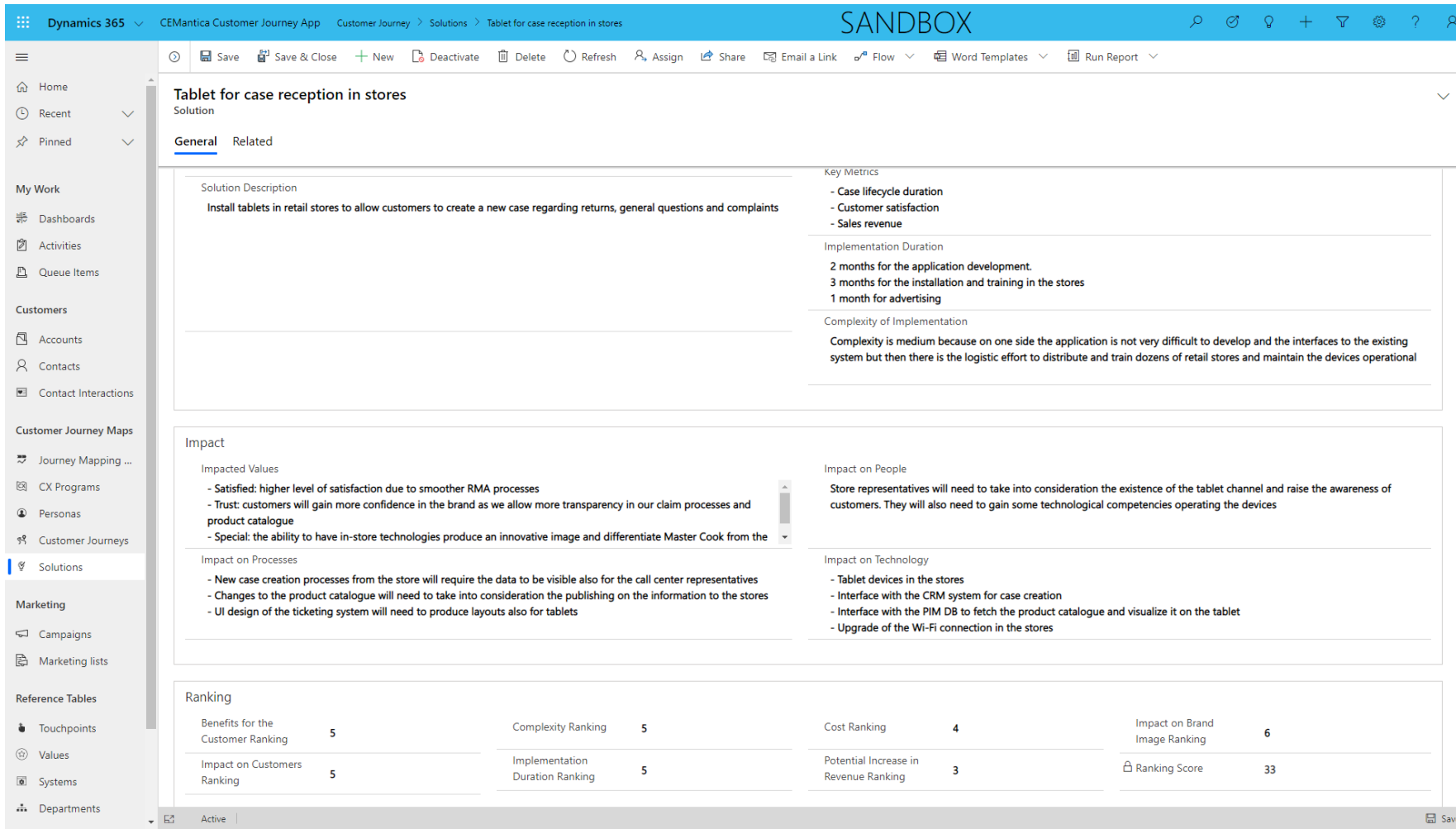
The 'Timeline' view on the right shows a list of tasks and events:

- Task modified by CEMantica Administrator:** CX Project Manager recruitment (CX sample). Recruit a Customer Experience Project Manager that will be responsib... (Overdue, 15/06/2020 01:18)
- Task modified by CEMantica Administrator:** CX workshop kit (CX sample). Prepare a kit for the workshop including sticky notes, sharpies, sticker... (Overdue, 15/06/2020 01:18)
- Appointment from CX committee (CX sample):** You are all invited to participate in the first CX Committee that will ha... (Overdue, 14/06/2020 23:17)

The 'Stakeholders' view on the right shows a table with columns for Connected To, Role (To), and Description. It currently displays 'No data available.'

Solution ideation

Ideate & rank solutions that will address the pain points detected during the journey map process



The screenshot displays the Dynamics 365 Customer Journey App interface in 'SANDBOX' mode. The left sidebar shows navigation options: Home, Recent, Pinned, My Work (Dashboards, Activities, Queue Items), Customers (Accounts, Contacts, Contact Interactions), Customer Journey Maps (Journey Mapping, CX Programs, Personas, Customer Journeys), Solutions (selected), Marketing (Campaigns, Marketing lists), Reference Tables (Touchpoints, Values, Systems, Departments), and an Active tab at the bottom.

The main content area is titled 'Tablet for case reception in stores' and includes a 'Solution' section with 'General' and 'Related' tabs. The 'General' tab is active, showing the following details:

- Solution Description:** Install tablets in retail stores to allow customers to create a new case regarding returns, general questions and complaints.
- Key Metrics:**
 - Case lifecycle duration
 - Customer satisfaction
 - Sales revenue
- Implementation Duration:**
 - 2 months for the application development.
 - 3 months for the installation and training in the stores
 - 1 month for advertising
- Complexity of Implementation:** Complexity is medium because on one side the application is not very difficult to develop and the interfaces to the existing system but then there is the logistic effort to distribute and train dozens of retail stores and maintain the devices operational.

The 'Impact' section is divided into three categories:

- Impact on Values:**
 - Satisfied: higher level of satisfaction due to smoother RMA processes
 - Trust: customers will gain more confidence in the brand as we allow more transparency in our claim processes and product catalogue
 - Special: the ability to have in-store technologies produce an innovative image and differentiate Master Cook from the
- Impact on People:** Store representatives will need to take into consideration the existence of the tablet channel and raise the awareness of customers. They will also need to gain some technological competencies operating the devices.
- Impact on Processes:**
 - New case creation processes from the store will require the data to be visible also for the call center representatives
 - Changes to the product catalogue will need to take into consideration the publishing on the information to the stores
 - UI design of the ticketing system will need to produce layouts also for tablets

The 'Impact on Technology' section includes:

- Tablet devices in the stores
- Interface with the CRM system for case creation
- Interface with the PIM DB to fetch the product catalogue and visualize it on the tablet
- Upgrade of the Wi-Fi connection in the stores

The 'Ranking' section provides a summary of the solution's impact across various dimensions:

Ranking Category	Ranking Value
Benefits for the Customer Ranking	5
Complexity Ranking	5
Cost Ranking	4
Impact on Brand Image Ranking	6
Impact on Customers Ranking	5
Implementation Duration Ranking	5
Potential Increase in Revenue Ranking	3
Ranking Score	33

Action Plan

Define action items to employees in your organization to execute the measures that will improve customer experience

Dynamics 365 | CEMantica Customer Journey App | Customer Journey > CX Programs > Master Cook CX Program (CX sample) | **SANDBOX**

Save | Save & Close | New | Deactivate | Delete | Refresh | Process | Assign | Share | Email a Link | Flow | Word Templates | Run Report

Master Cook CX Program (CX sample)
CX Program

CX Program flow Active for 18 days

CX Strategy (18 D) | Brand Promise | Personas | Customer Journey | Solutions | **Action Plan**

CX Strategy | Brand Values | Personas | Customer Journeys | Solutions | **Action Plan** | Related

+ New Task | Add Existing Task | Refresh

Created On	Subject	Description	Due Date	Owner	Customer Journey (Regarding)	Regarding	Status Reason
15/06/2020 01:17	Communication (CX sample)	Prepare an internal communication plan to infor...	14/06/2020 23:17	CEMantica Adminis	Master Cook Customer Journe	Awareness	Not Started
15/06/2020 01:17	Community (CX sample)	Check what it means to create a community of c...	14/06/2020 23:17	CEMantica Adminis	Master Cook Customer Journe	Advocacy	Not Started
15/06/2020 01:17	Delivery scheduling (CX sample)	Add a new functionality on our website that will...	14/06/2020 23:17	CEMantica Adminis	Master Cook Customer Journe	Delivery	Not Started
15/06/2020 01:17	E-commerce (CX sample)	Propose on each purchase coupons for the next...	14/06/2020 23:17	CEMantica Adminis	Master Cook Customer Journe	Purchase	Not Started

1 - 4 of 7 (0 selected) | Page 1



Thank you

