

WHAT IS CUSTOMER EXPERIENCE AUTOMATION?

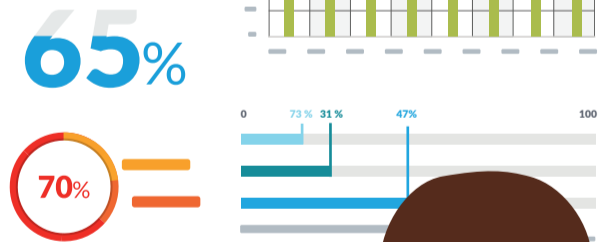
INFOGRAPHIC

CUSTOMER JOURNEY MAPPING

Map and track customer journeys with milestones and identify Moments of Truth. Trigger personalized communications at critical points in the journey.



CUSTOMER ANALYTICS



Executive dashboards that identify trends in the customer base and broader market. Assess performance of campaigns and communications.

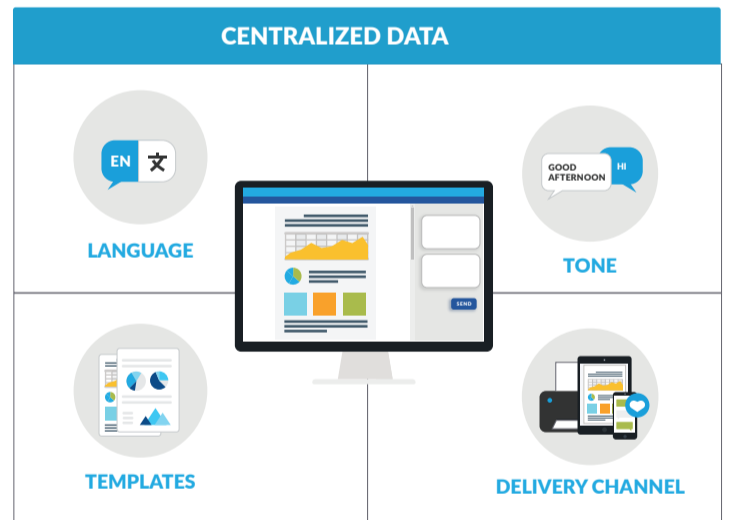


CUSTOMER ENGAGEMENT MONITORING

360° view of each customer. Track interactions with electronic communications and overall engagement levels.



CUSTOMER COMMUNICATION MANAGEMENT



Capture and maintain customer preferences, personalize communications based on those preferences, and deliver them via the customer's selected channel.

DIGITAL EXPERIENCES

Meet customers wherever they are—on any device, at any time, with flexible, purpose-built digital experience tools optimized for each user's screen.

