

# Verint Customer Journey Mapping

Verint® Customer Journey Mapping™ helps you identify and improve segments of the customer journey that can yield the most substantial benefits.

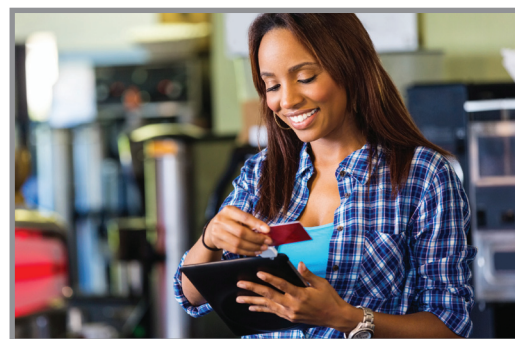
Understanding the mindset, motivation and habits that drive the way your customers want to interact with your organization is a critical step in defining a successful strategy for customer engagement and retention. This can help you provide a higher level of satisfaction, achieve greater customer retention, and generate greater profits from your customer base.

Our experienced consultants apply a holistic methodology that goes well beyond standard journey maps to help capture every customer touch point, from brand awareness and pre-sales interactions to post-sale activities. We capture the flow and direction of communications in the channels your organization uses (such as email and Web). Then, we confirm our findings through direct input from your customers.

By gaining a clear understanding of your customer's perspective, we can help you avoid focusing efforts or improvements in the wrong places and realize untapped opportunities to improve the customer experience. Our approach includes:

- Understanding the mindset, motivation and habits that drive the way your customers interact with your organization.
- Identifying and examining all customer touch points – inbound and outbound – such as sales, legal, training, customer service, and billing, to create a 360-degree journey map.
- Understanding outside influences, such as interactions your customers have with your competitors and social media.
- Conducting live interviews with your customers as well as comprehensive customer surveys.
- Defining a successful strategy for customer engagement, retention and expansion.

Our process allows us to work from facts – not assumptions about your customer's experience – to help ensure that you are truly aligned with your customers and understand the root cause of their challenges.



Verint Customer Journey Mapping can help align your operation and infrastructure with the needs and behaviors of your customers.

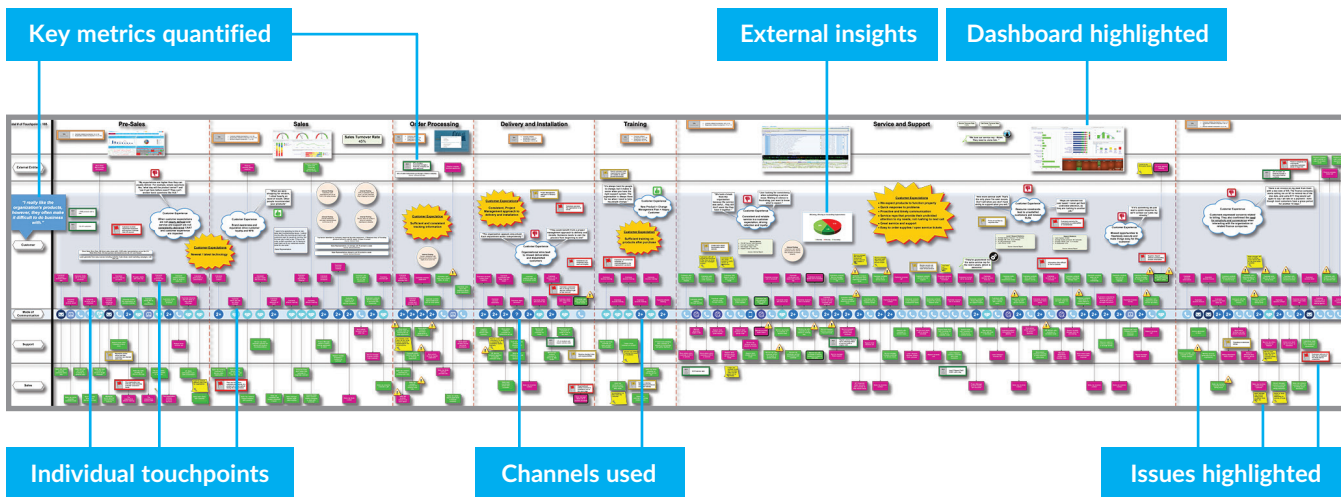


## Key Benefits

- Provides a holistic, end-to-end view of the customer experience.
- Helps detect root causes of ineffective service.
- Helps identify touchpoints that drive high customer effort.
- Reveals the interactions that your customers say are the most important to the long-term relationship.
- Helps drive better strategic decision making and investments.
- Identifies a prioritized roadmap for enhancing the customer experience.

## Close the Gap Between Customer Expectations and Customer Experience

As part of Customer Journey Mapping, we will deliver the following:



### The Verint Approach

The eight-week Verint Customer Journey Mapping process includes three phases:

- 1. Customer Experience Lifecycle:** We conduct interviews with internal stakeholders and distribute a carefully crafted survey to internal audiences and external customers. We also define your unique customer experience lifecycle stages.
- 2. Customer Interviews and Journey Mapping:** We speak directly with your customers to gain their perspectives, as well as analyze internal data to identify trends and areas to address. We then use that information and data gathered in the previous stages to build the customer journey map, develop lifecycle stage profiles,

and create the storyboards that will help articulate the various aspects of the customer journey.

- 3. Recommendations:** We will review key performance indicators (KPIs) and develop a set of prioritized recommendations for moving forward, including a corresponding transformation roadmap.

### Benefit from World-Class Consultants

Verint Professional Services can help you get the most from your investment. From strategy, customer research, and business impact consulting to implementation, training, customer support, application consulting, and change management, you can be confident that our experienced teams understand your business practices and operations – and are committed to your success.

### Verint. Powering Actionable Intelligence®

Verint® is a global leader in Actionable Intelligence® solutions for customer engagement optimization, security intelligence, and fraud, risk, and compliance. Today, more than 10,000 organizations in over 180 countries use Verint solutions to make more informed, effective, and timely decisions. Learn more at [www.verint.com](http://www.verint.com).

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