

Connect Customer Journeys, Not Touchpoints

Too many organizations start with an inside-out view of customer care. Instead of focusing on individual touchpoints, focus on your customers. You're not driving this bus. Your customers are the ones with the wallets – and the influence.



"We predict that through 2020, silos of customer engagement will be one of the top three leading causes of customer dissatisfaction for enterprises across all industry segments."

Gene Phifer | Vice President and Distinguished Analyst, Gartner.¹

Start with customer behavior



How do your customers actually interact with you?

What steps do they take?



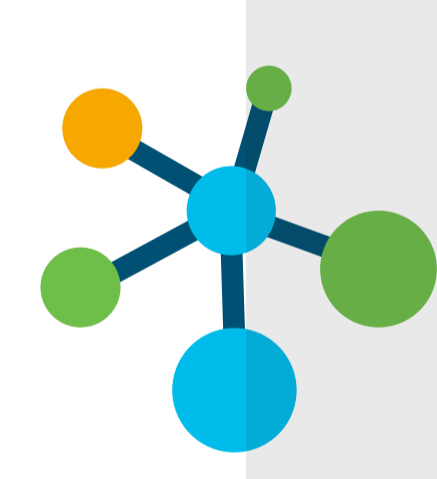
Analyze the data, ask them directly, or pretend to be one.

Define the customer journeys and ensure the pathways are smooth.



Journeys Matter

Even when metrics look good for individual touchpoints, it doesn't guarantee strong overall customer satisfaction.



58% of businesses use at least 8 channels to interact with customers.²



Only 5% say their customers can move across most channels and keep account data visible to agents when they do.³



81% of customers are likely to purchase from brands with superior customer experience.⁴



73% of health insurance customers are more likely to be satisfied when journeys work well than when only touchpoints do.⁵

Customers may take many paths to the same destination. Look at the whole picture, then how the pieces interlock. It's not about what you want the customer to do –

it's about what the customer wants from you.

Learn more at: cisco.com/go/cc



¹ Gartner: "Bridging the Customer Engagement Gap," September 2016

² Aberdeen: "CEM Executive's Agenda 2016: Aligning the Business Around the Customer," May 2016

³ CCIQ: "2016 Next-Generation Customer Engagement," 2016

⁴ 1to1 Media: "Infographic: The CX Factor," June 2016

⁵ McKinsey & Company: "The CEO guide to customer experience," August 2016