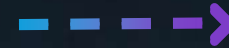
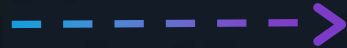




# UNDERSTANDING CUSTOMER JOURNEYS



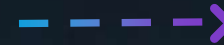
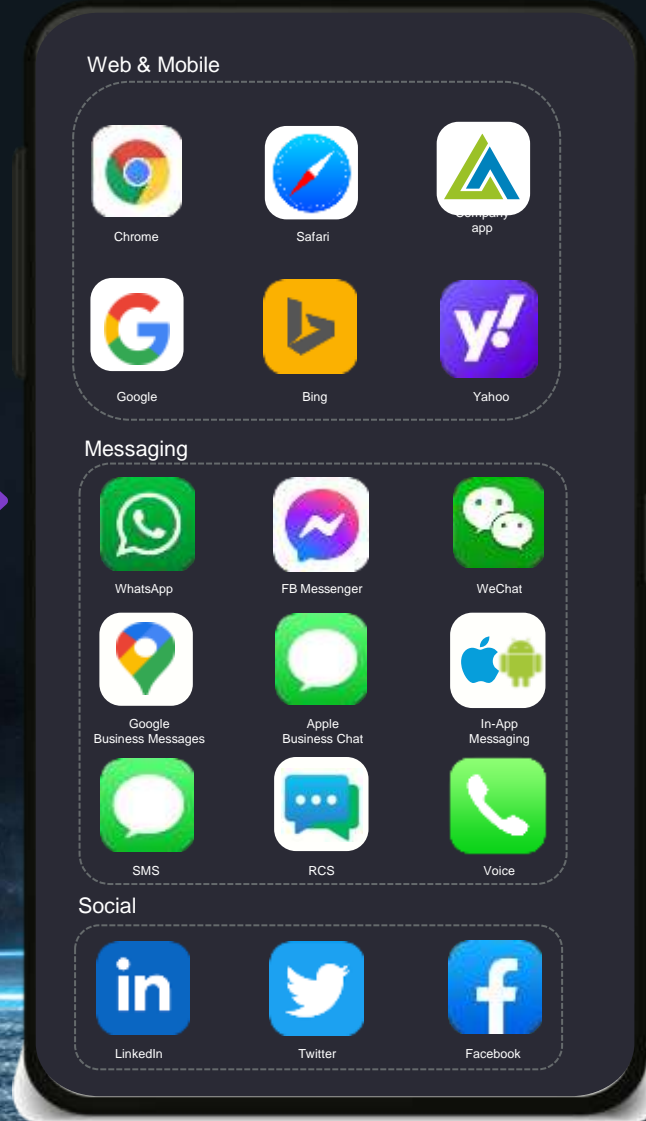
# Traditional CX FOCUS



# Today's CX REALITY



81%



# The journey is different today.



**66%** use a search engine like Google to find solutions to issues<sup>1</sup>

**73%** prefer to visit a company's website before contacting an agent<sup>2</sup>



**68%** prefer self-service channels—like knowledge bases—for simple interactions<sup>3</sup>

1, 2: [Accenture: Next Generation Customer Service \(2019\)](#)  
3: [Salesforce: State of the Connected Customer – Third Edition \(2019\)](#)

# Next-gen engagement is across the **entire customer journey.**

**Customer engagement begins before speaking with an agent.**

**Customers prefer self-service.**

**Context of customer journey helps to personalize.**



# How do you support these new journeys?



## Knowledge Projection

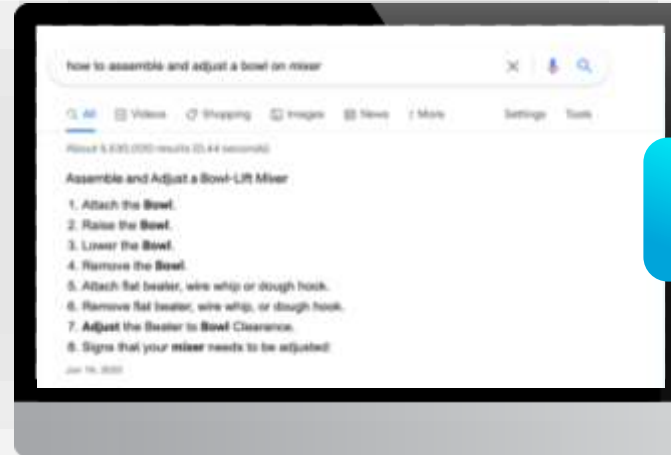
Drive customers to YOUR content at the start of their search

## Predictive Intent

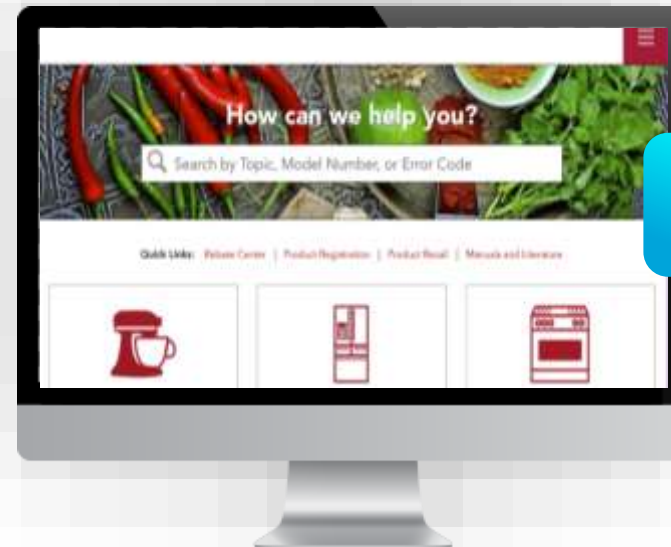
Know what your customers want before they tell you

## Guided Conversations

Guide customers on your website to successful resolution



Search



Website/app

## CUSTOMER RESULTS

**40%**  
improvement in traffic to company web properties

**70%**  
improvement in directing customers towards self-service channels