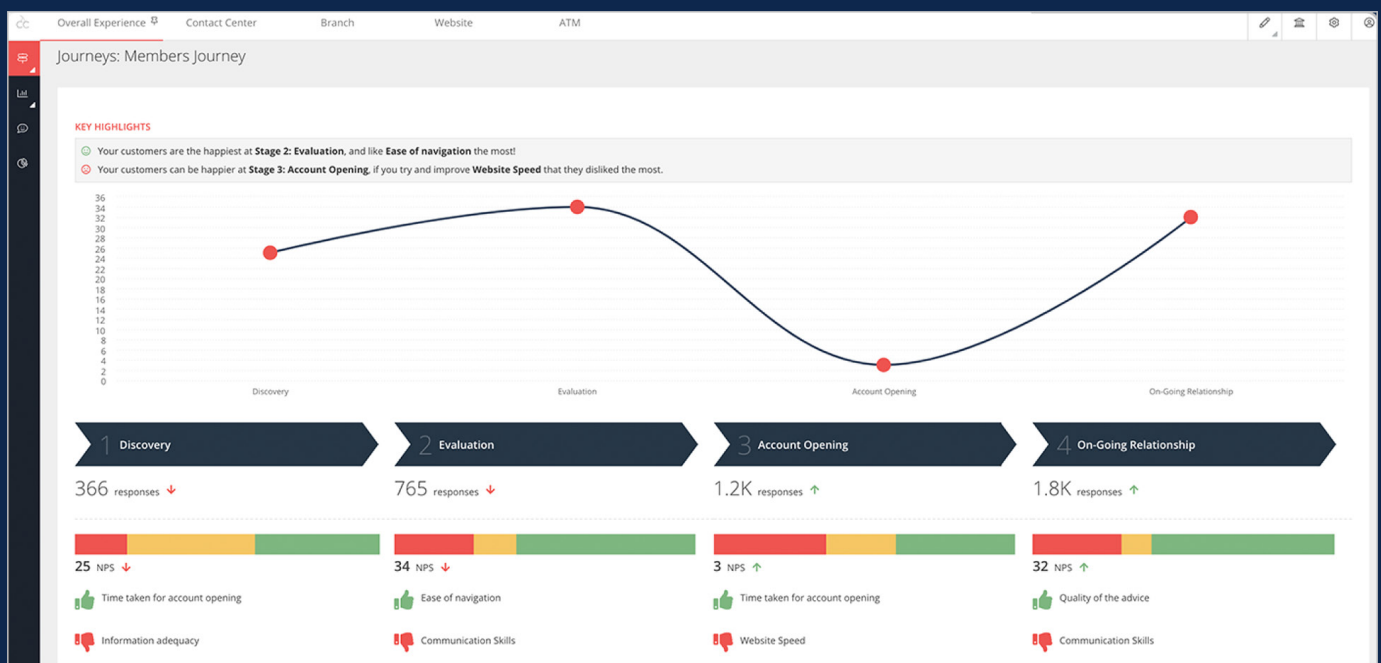


# Bring Your Customer Journey to Life with Cisco Webex Experience Management

Customer Journey Mapping continues to grow in popularity, but without the correct tools in place you may find all the time and energy required to create a journey map wasted. Only 35 percent of customer experience (CX) professionals in the CXPA-HoC survey reported that their last journey mapping efforts were a success. This is because, after all the hard work to create customer journey maps, most companies are not sure what the next steps are to act on them so nothing is done with the results.

To capture the power of a customer journey map, Cisco brings it directly into our Customer Experience Management (CEM) platform. A journey-based approach allows you to discover a customer's experience in their own eyes. Through this view, teams can assess what can be improved and optimized across each touchpoint in the journey to drive loyalty, engagement, and evangelism.



# Don't view your customers as an average; treat them as individuals with Cisco's Webex Experience Management Customer Journey Mapping.

Customer experience isn't about one moment in time. It must include the context around the lifelong relationship between you and your customers.

## Track your customer experience at every stage in the journey

Your customer journey comes to life by measuring the experience along every stage of the journey. Loyal customers aren't created by one magical moment. Instead, the customer experience is the accumulation of touchpoints over the customer journey. Every business is different, so you can decide what anchor metric you want to track along the journey, whether it's Net Promoter Score (NPS), Customer Satisfaction (CSAT), Customer Effort Score (CES) or your own custom metric.

## Not every journey is the same

Most companies create a single customer journey map across all points of interaction, but different cohorts of customers might have radically different customer journeys. For example, a credit union may have a journey for getting a loan as well as opening a new checking account. Webex Experience Management allows you to create and track as many customer journeys as you want. For additional data security you can provide access to only the journeys that are relevant to each employee's responsibilities.

## Data is only as powerful as the actions it drives

Data visualization is really helpful when trying to consume large amounts of data, but if that's where your CX strategy stops, you really didn't achieve anything. We play a big part in helping you cut through the clutter to identify exactly what concrete actions impact your business performance. Cisco will suggest the top 1-3 goals with the biggest impact in each stage of the customer journey. This is where your data starts to come alive and turn into actual actions.

To learn more about Webex Experience Management, visit us at [cisco.com/go/cxsuccess](https://cisco.com/go/cxsuccess)

