



Cemantica AI-powered Journey Value Management Platform (JVMP)

First platform to integrate Journey Design, Insights,
Orchestration and Value Measurement.

Cemantica Identity

- Created by Certified Customer Experience Professionals
- Recognized as the best-in-class AI solution in CX management
- Active globally with offices in MEA, USA, and Europe. HQ in Paris



Providing technology, training, and consulting to support your growth

SaaS Platform

Learning Academy

Consulting Services

Cemantica JVMP consists of integrated "Boosters" to extend the Cemantica Journey Management Platform and transform customer experience.

- Map your customers Journey
- Unify journey data and AI-driven insights
- Orchestrate real-time personalized engagement
- Deliver automatic customer campaigns / surveys
- Optimize journeys with Alex AI Pro
- Measure value delivered by every journey

“

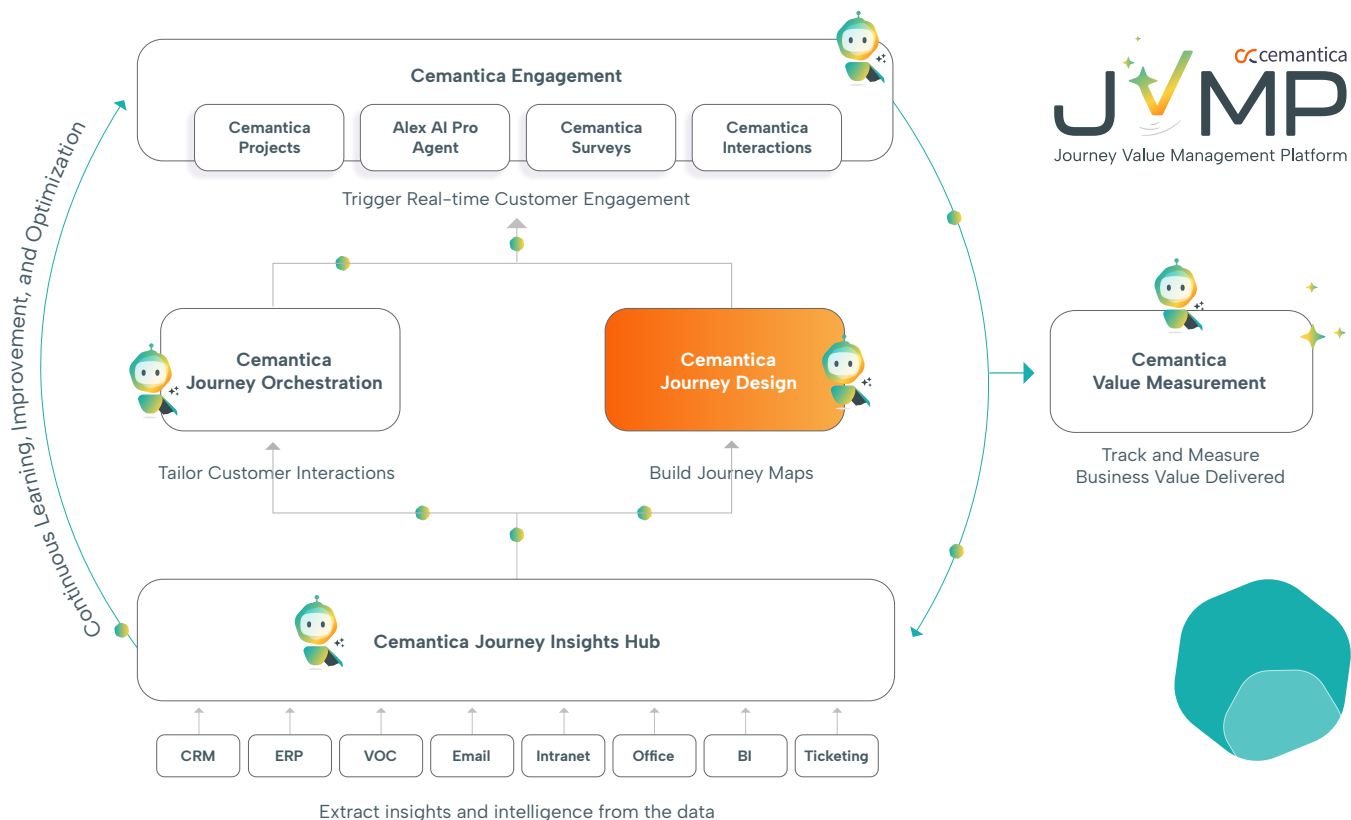
"Cemantica JVMP represents a leap forward in how organizations approach customer journey management – it's not just a tool, it's the new operating system for customer-centric growth." said [Eytan Hattem](#), CEO Cemantica.

”

Contact us : info@cemantica.com | Visit us: www.cemantica.com

Cemantica Journey Value Management Platform

Pick and choose your Cemantica Boosters



Build and manage your Cemantica Journeys (Cemantica Journey Design) and extend your capabilities with the Cemantica JVMP Boosters.

The Cemantica JVMP Boosters

Cemantica Journey Orchestration: A real-time personalization engine that delivers the right message to the right customer at the optimal moment across all channels.

Cemantica Journey Insights Hub: A data collection and analysis system that aggregates operational, transactional, and behavioral data from your information systems (CRM, ERP, ticketing, email etc.) to provide journey-contextualized insights.

Cemantica Engagement: An intelligent layer of AI agents that execute direct communications to customers based on real-time journey context.

Cemantica Value Measurement: Comprehensive ROI tracking system that measures return on experience (ROX) and quantifies the cost of customer friction.

Cemantica Alex AI Pro – Conversational CX Manager: A 24/7 integrated, autonomous agent that structures journey maps, identifies business drivers, builds action plans, and runs continuous test-and-learn cycles. Alex AI Pro answers questions about journeys and boosts execution capacity.