cemantica

Customer Journey Mapping

Map and organize your customer interactions.
Use AI to work faster with your team.

Your **intelligent all-in-one**
Customer Journey Management Platform

Define | Design | Execute | Measure

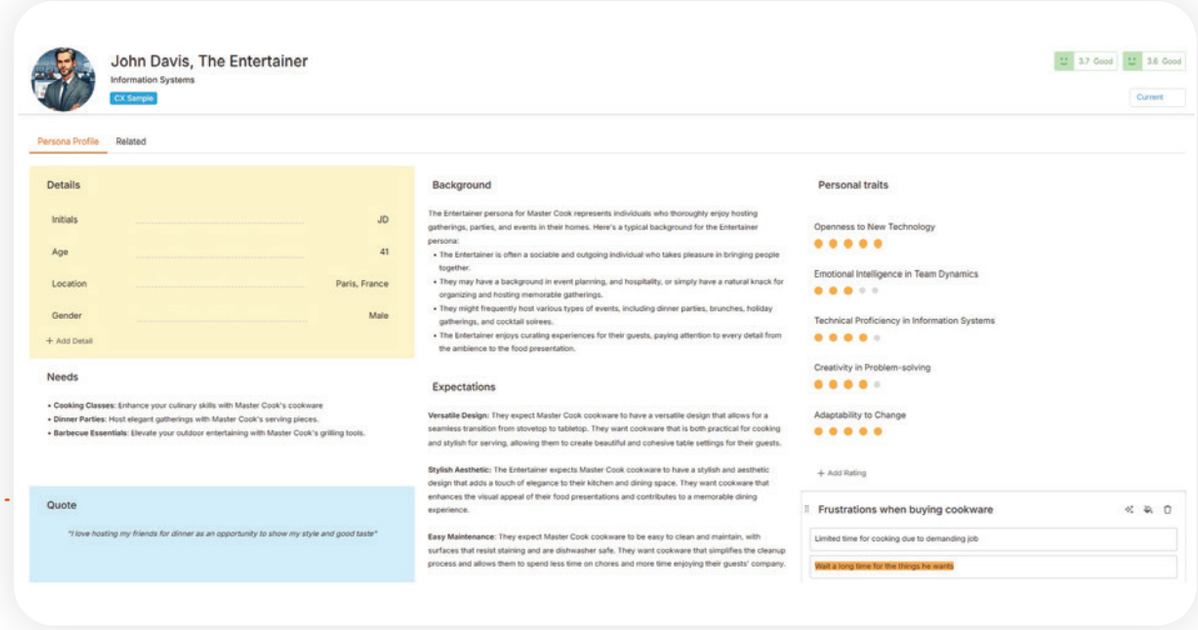
Why is it important to map your Customer Journey?

As customers' expectations rise, there are many touchpoints to capture and analyze to help understand your audience, shape your strategy, maximize engagement and achieve business goals.

Every organization today wants to keep meeting new demands. But, winning customers and keeping them is becoming increasingly competitive and challenging. It's not only changed the way your customers behave; digital transformation has also altered expectations in how your own teams want to serve them better.

01 Set up your customer Personas from scratch our with our Alex our AI assistant

Ask Alex



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Personas represent different customer segments within a targeted demographic, attitude or behavior With the Cemantica platform you can:

- Define and edit the criteria of your personas (BtB or BtC)
- Create multiple personas per journey
- Add your own customized swim-lanes
- Re-organize your blocks and change colors
- Get the sentiment level of your Personas
- Organize your Personas portfolio

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Our easy-to-use Platform will help you uncover the challenges your customers are facing and improve significantly the Experience of your customer with your brand

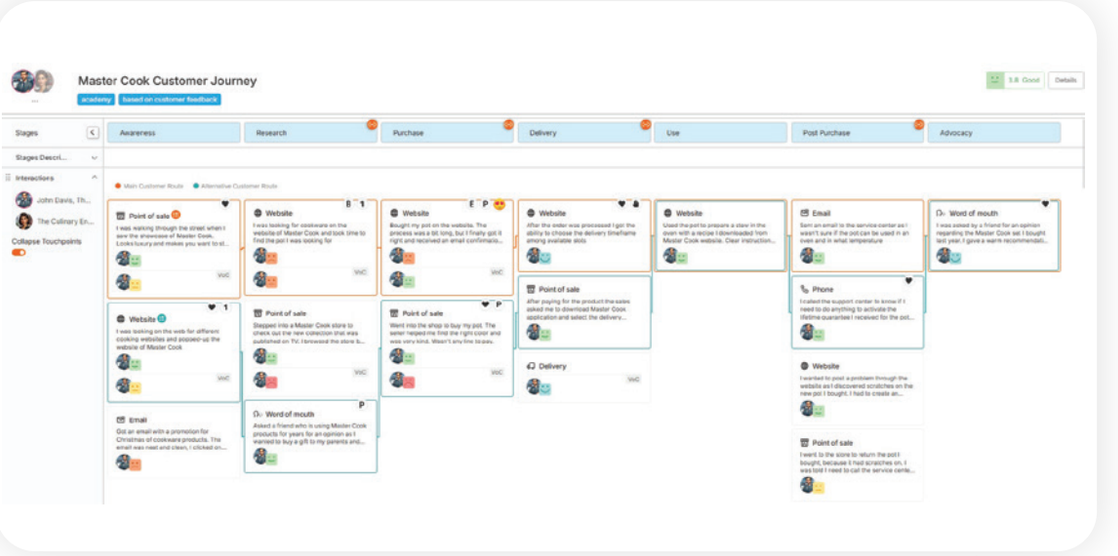
02 **Start mapping your customer journey**
Alex, our AI Assistant is here to help!

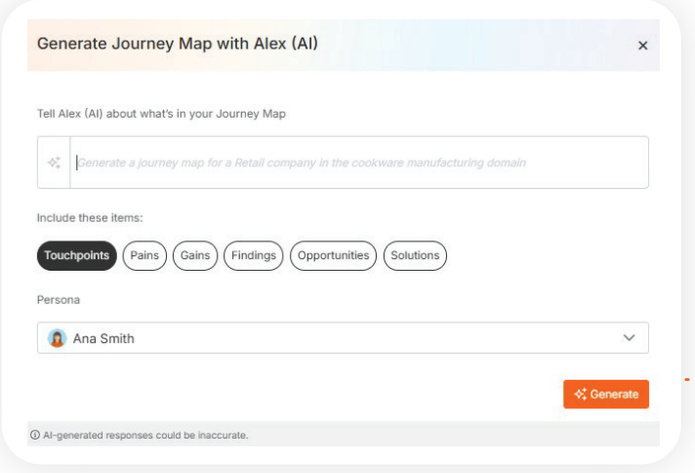
Ask Alex

Build your journeys

- Define your journey stages
- List your touchpoints
- Gather your customer interactions and insights
- Flag your customers pains points and opportunities
- Share and work on your maps with different stakeholders
- Analyze the sentiment level of your customers and compare it with your VoC data

You don't have time? Ask Alex our AI Assistant to generate a map for you with a simple prompt.





Create your Journey Map in minutes with AI

The CX team can use natural language to brief the AI assistant, select the elements to generate and then review and adapt the map.

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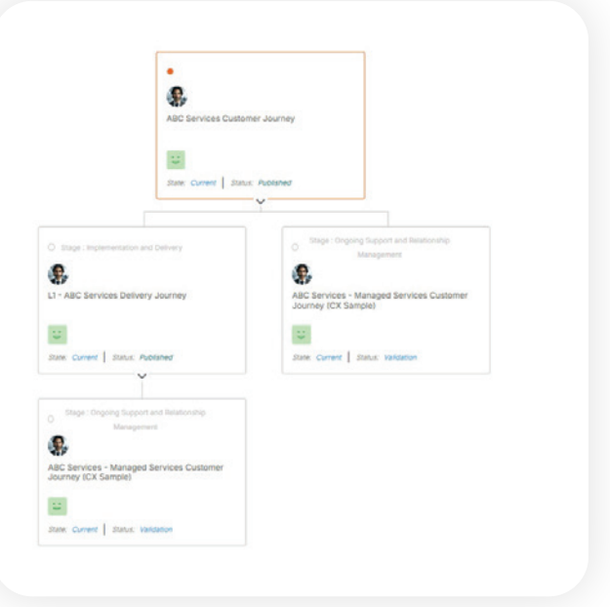
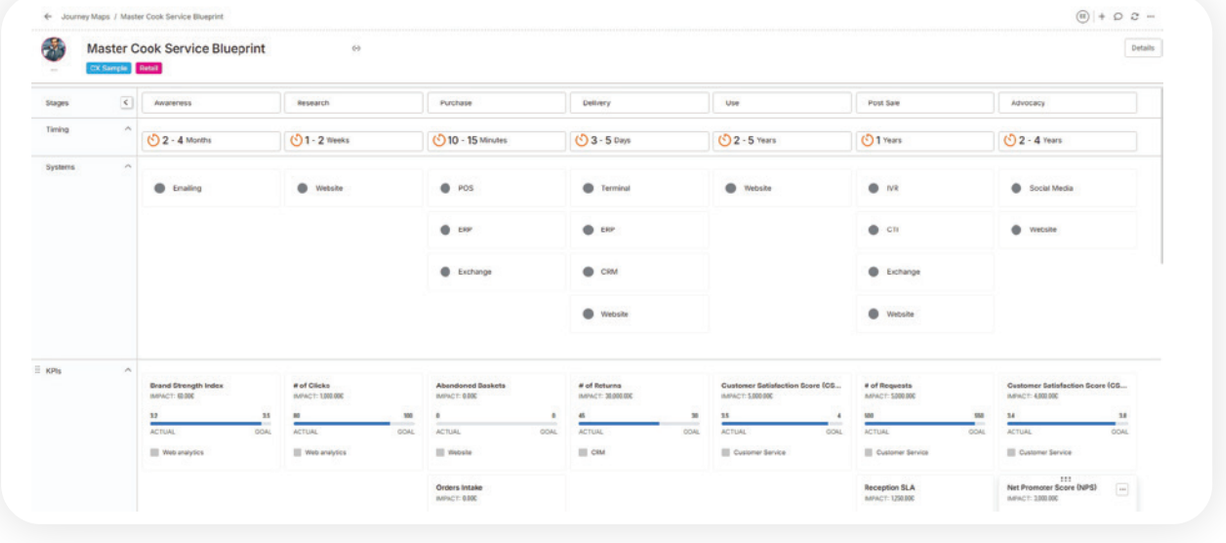
Create your Journey Atlas

- Create your Master journeys, sub-journeys and visualize your hierarchy of maps
- Organize, classify your Journeys and create your journey portfolio across countries, department etc.





Create your Service Blueprint template

A crucial step in fixing those frictions, is to align your internal processes to the customer interactions. With one Cemantica platform, you can:

- Get a clear picture of the systems and departments involved in each stage
- Identify potential internal issues within your organization
- Easily see which teams to collaborate with in order to execute CX initiatives.

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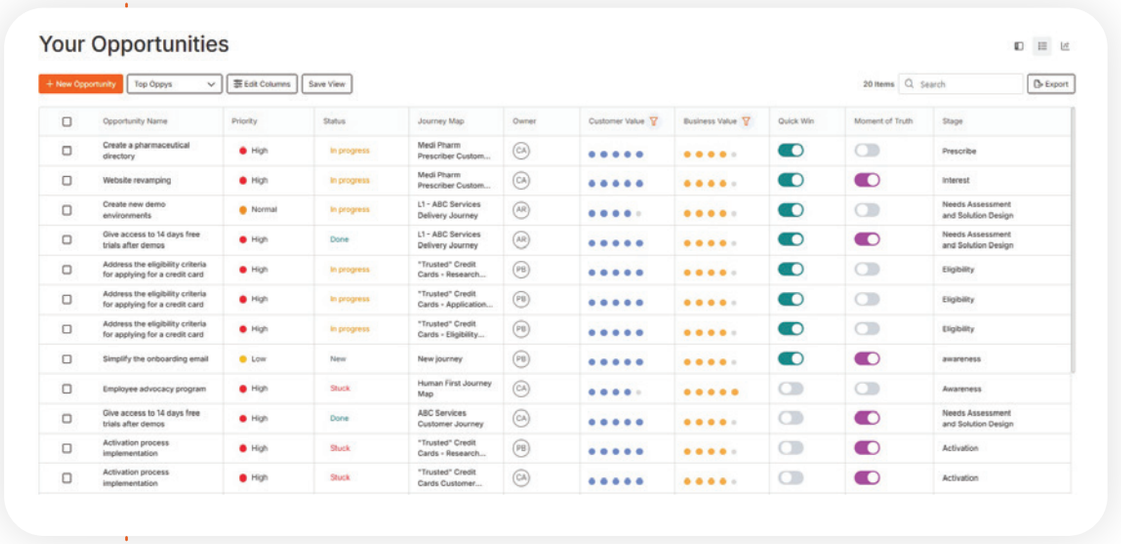
Next step?

Go into execution with our opportunities, solution and actions modules!



Within the same Cemantica platform, transform the Opportunities into actions:

- List all project tasks with deadlines, priority and owners
- Define quick wins, short, mid and long term projects
- Help cross-functional and external teams collaborate on CX tasks
- Connect your internal Project Management System without disruption

(Cemantica integrates with multiple apps such as Jira, Trello, monday.com, SAP, Salesforce and more.)

*(*optional CX Program Management module, ask us about our Expert and Enterprise packs.*

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Your **intelligent all-in-one** customer journey management platform

From Journey Design to CX Execution with AI and Automation. **Easier, Smarter, Better**

Alex
Feel the AI magic

Request a Demo: Visit www.cemantica.com or email us at info@cemantica.com to learn about our 14 day free trial – no credit card needed.