



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.

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



John Davis, The Entertainer
Information Systems
3.7 Good 3.6 Good
Current

Persona Profile Related

Details

Initials JD
Age 41
Location Paris, France
Gender Male
+ Add Detail

Needs

- **Cooking Classes:** Enhance your culinary skills with Master Cook's cookware.
- **Dinner Parties:** Host elegant gatherings with Master Cook's serving pieces.
- **Barbecue Essentials:** Elevate your outdoor entertaining with Master Cook's grilling tools.

Quote

"I love hosting my friends for dinner as an opportunity to show my style and good taste!"

Background

The Entertainer persona for Master Cook represents individuals who thoroughly enjoy hosting gatherings, parties, and events in their homes. Here's a typical background for the Entertainer persona:

- The Entertainer is often a sociable and outgoing individual who takes pleasure in bringing people together.
- They may have a background in event planning, and hospitality, or simply have a natural knack for organizing and hosting memorable gatherings.
- They might frequently host various types of events, including dinner parties, brunches, holiday gatherings, and cocktail soirees.
- The Entertainer enjoys curating experiences for their guests, paying attention to every detail from the ambience to the food presentation.

Expectations

Versatile Design: They expect Master Cook cookware to have a versatile design that allows for a seamless transition from stovetop to tabletop. They want cookware that is both practical for cooking and stylish for serving, allowing them to create beautiful and cohesive table settings for their guests.

Stylish Aesthetic: The Entertainer expects Master Cook cookware to have a stylish and aesthetic design that adds a touch of elegance to their kitchen and dining space. They want cookware that enhances the visual appeal of their food presentations and contributes to a memorable dining experience.

Easy Maintenance: They expect Master Cook cookware to be easy to clean and maintain, with surfaces that resist staining and are dishwasher safe. They want cookware that simplifies the cleanup process and allows them to spend less time on chores and more time enjoying their guests' company.

Personal traits

Openness to New Technology
● ● ● ● ●

Emotional Intelligence in Team Dynamics
● ● ● ● ●

Technical Proficiency in Information Systems
● ● ● ● ●

Creativity in Problem-solving
● ● ● ● ●

Adaptability to Change
● ● ● ● ●

+ Add Rating

Frustrations when buying cookware

Limited time for cooking due to demanding job
Not a long time for the things he wants

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

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



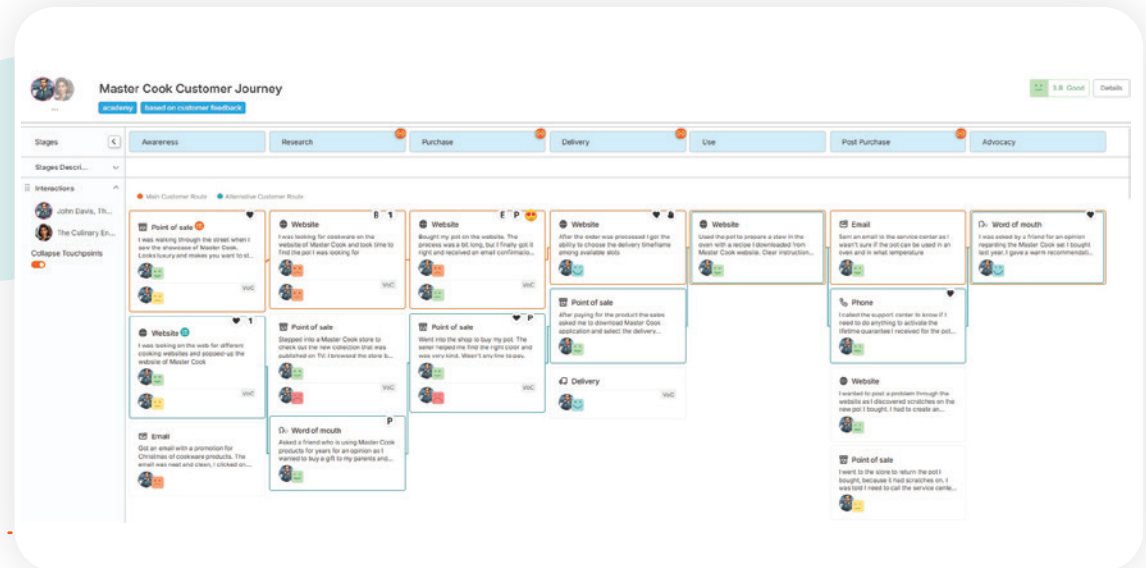
Start mapping your customer journey
Alex, our AI Assistant is here to help!



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.



Generate Journey Map with Alex (AI)

Tell Alex (AI) about what's in your Journey Map

Generate a journey map for a Retail company in the cookware manufacturing domain

Include these items:

Touchpoints Pains Gains Findings Opportunities Solutions

Persona

Ana Smith

Generate

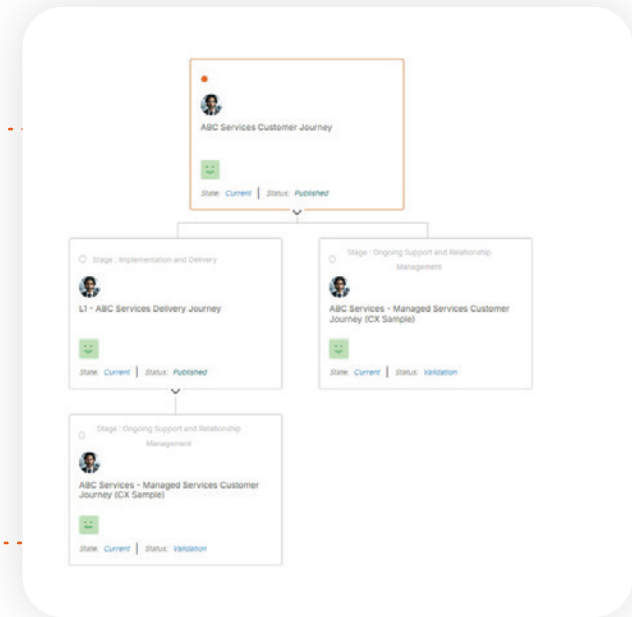
AI-generated responses could be inaccurate.

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.

Create your Journey Atlas

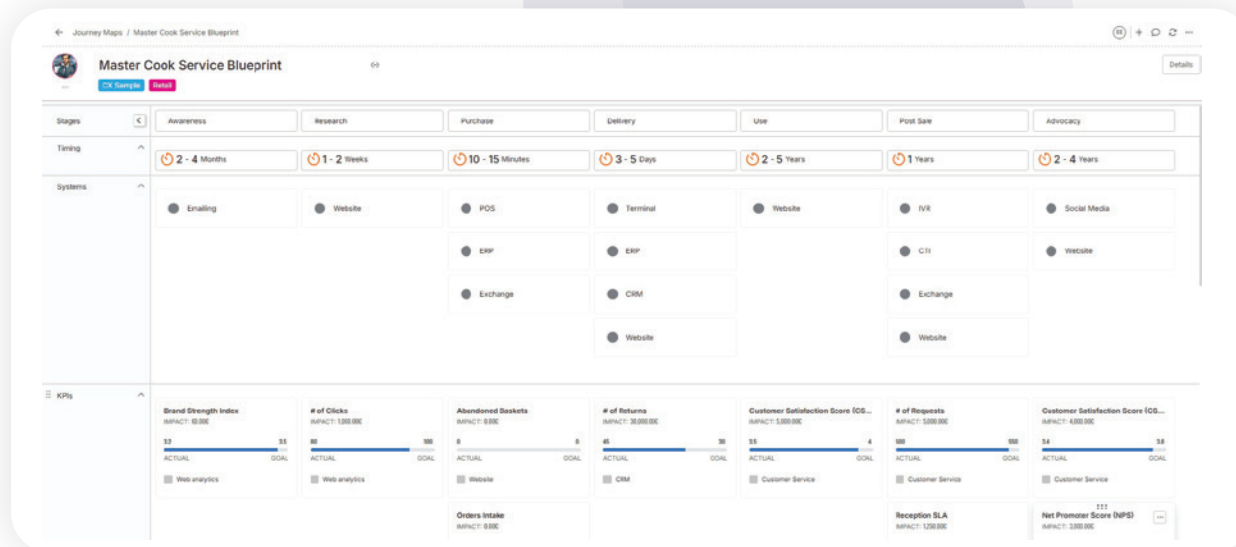
- Create your Master journeys, sub-journeys and visualize your hierarchy of maps
- Organize, classify your Journeys and create your journey portfolio across countries, department etc.



Create your Service Blueprint template

A crucial step in fixing those frictions, is to align your internal processes to the customer interactions. With one Cematica 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.



✦ Next step?

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



Your Opportunities

+ New Opportunity | Top Opps | Edit Columns | Save View

20 Items | Search | Export

<input type="checkbox"/>	Opportunity Name	Priority	Status	Journey Map	Owner	Customer Value	Business Value	Quick Win	Moment of Truth	Stage
<input type="checkbox"/>	Create a pharmaceutical directory	High	In progress	Medi Pharm Prescriber Custom...	CA	●●●●●	●●●●●	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Prescribe
<input type="checkbox"/>	Website revamping	High	In progress	Medi Pharm Prescriber Custom...	CA	●●●●●	●●●●●	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Interest
<input type="checkbox"/>	Create new demo environments	Normal	In progress	L1- ABC Services Delivery Journey	AR	●●●●●	●●●●●	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Needs Assessment and Solution Design
<input type="checkbox"/>	Give access to 14 days free trials after demos	High	Done	L1- ABC Services Delivery Journey	AR	●●●●●	●●●●●	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Needs Assessment and Solution Design
<input type="checkbox"/>	Address the eligibility criteria for applying for a credit card	High	In progress	"Trusted" Credit Cards - Research...	PE	●●●●●	●●●●●	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Eligibility
<input type="checkbox"/>	Address the eligibility criteria for applying for a credit card	High	In progress	"Trusted" Credit Cards - Application...	PE	●●●●●	●●●●●	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Eligibility
<input type="checkbox"/>	Address the eligibility criteria for applying for a credit card	High	In progress	"Trusted" Credit Cards - Eligibility...	PE	●●●●●	●●●●●	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Eligibility
<input type="checkbox"/>	Simplify the onboarding email	Low	New	New journey	PE	●●●●●	●●●●●	<input checked="" type="checkbox"/>	<input type="checkbox"/>	awareness
<input type="checkbox"/>	Employee advocacy program	High	Stuck	Human First Journey Map	CA	●●●●●	●●●●●	<input type="checkbox"/>	<input type="checkbox"/>	Awareness
<input type="checkbox"/>	Give access to 14 days free trials after demos	High	Done	ABC Services Customer Journey	CA	●●●●●	●●●●●	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Needs Assessment and Solution Design
<input type="checkbox"/>	Activation process implementation	High	Stuck	"Trusted" Credit Cards - Research...	PE	●●●●●	●●●●●	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Activation
<input type="checkbox"/>	Activation process implementation	High	Stuck	"Trusted" Credit Cards Customer...	CA	●●●●●	●●●●●	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Activation

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**



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.

