

A woman in an orange dress stands by a large window, looking out at a view of palm trees and a building. The room is modern with a grey sofa, a small table with a hat and sunglasses, and a bed in the foreground. A yellow graphic overlay is present on the left side of the image.

# Cemantica platform Quick Start Guide Journey Mapping

2024



# Welcome!



We are so excited that you have downloaded our Cemantica Journey Mapping tool forever!

It has been activated for up to 3 users successfully.

To access the tool, please log in to your account:

Link: [Cemantica | Login](#)

Username: Your email

Password: mypassword

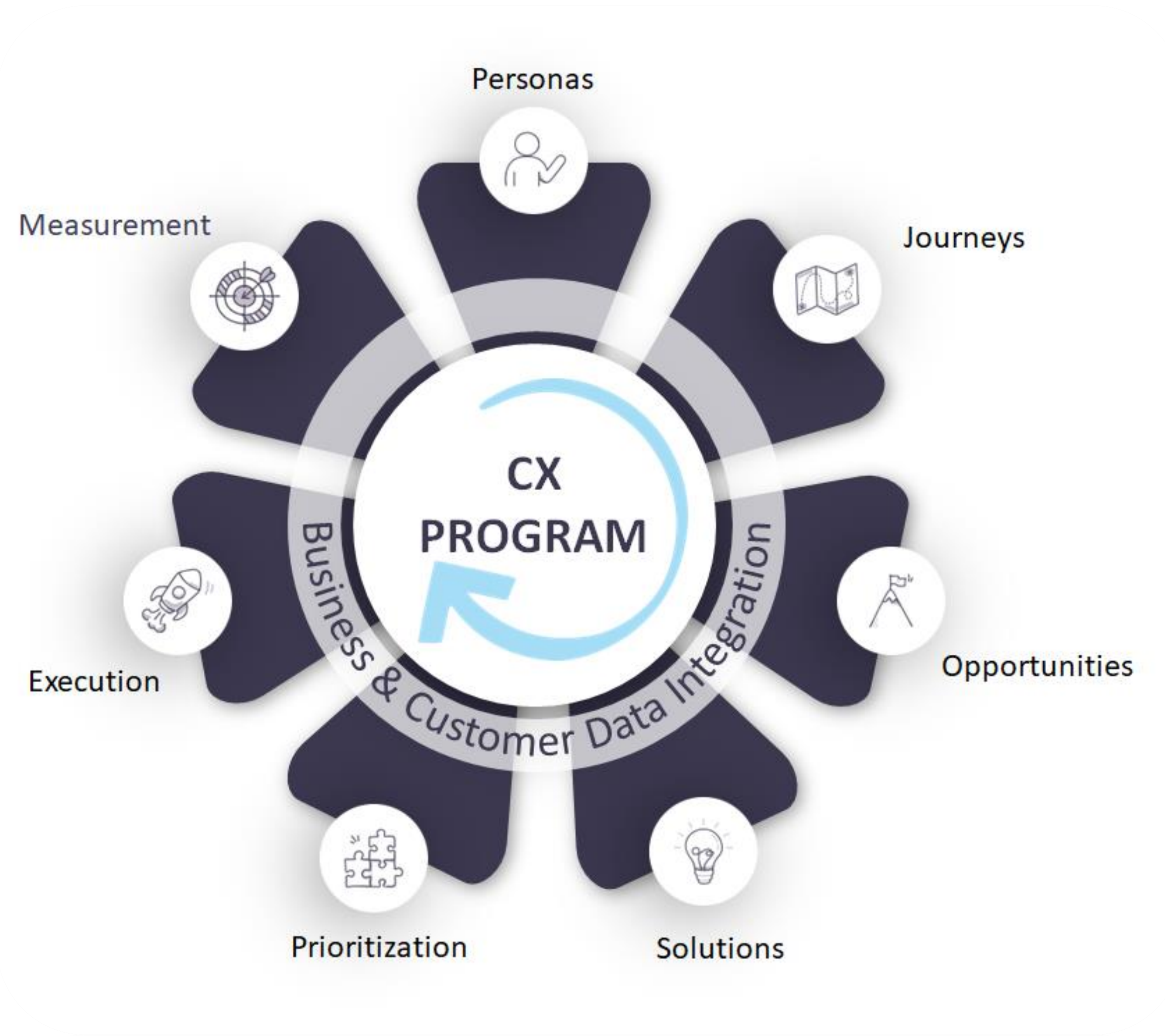
You should have received your login and password by email, (check your spam).



# Journey Management Framework

Cemantica covers the end-to-end CX Program management cycle, transforming from Journey Mapping to Journey Management.

[VISIT OUR WEBSITE TO EXPLORE MORE](#)



## Functionalities & Settings

# Add users

Would you like to add users?  
Simple!

1. Go to Settings
2. Manage users
3. Add New User
4. Set up the User Type (Company Administrator, Administrator, Users, Read-only)

“Read-only users” are free and unlimited in the EXPERT and ENTERPRISE packages.

**Summary Table:**

Package	Seats Used	Full Users	Read-only	Inactive Users
Enterprise	22	20 / 55	2	9
Expert	3	3 / 50	0	9
Standard	2	2 / 50	-	0

**User Management Table:**

Login Email Address	Subscription	User Type	Active	Activation
jennifer@cemantica.com	Enterprise	Company Administrator	Active	<input checked="" type="checkbox"/>
raphael@cemantica.com	Enterprise	Company Administrator	Active	<input checked="" type="checkbox"/>

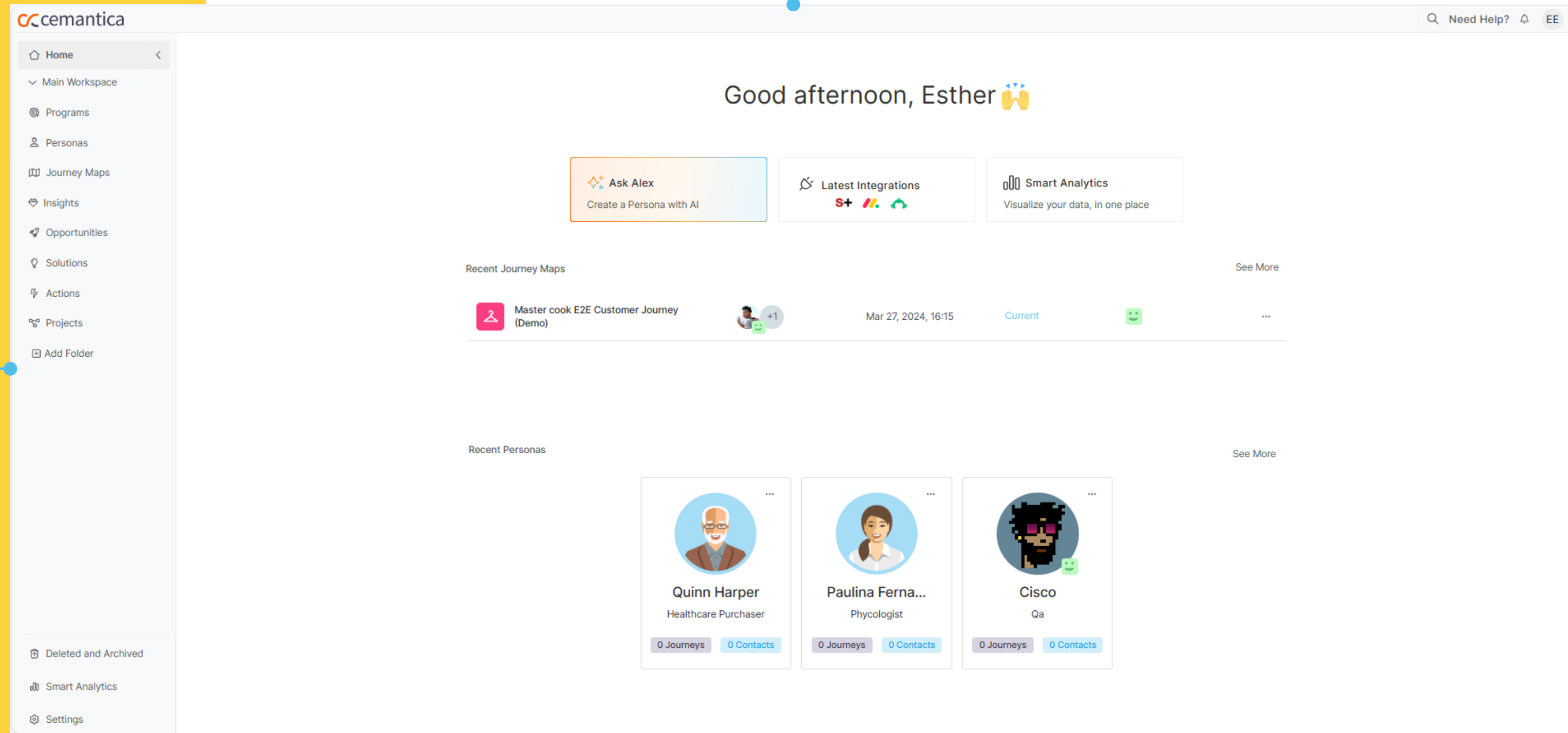
Functionalities & Settings

# Basic Navigation

Say Hello to your Cemantica home page!

The **Dynamic navigation bar** will follow you wherever you go in the system.

Access your recent activities.



## Functionalities & Settings









# Sample data

Before you start, get inspired from our Sample Data with examples of journey maps across various industries.

1. Go to "Settings" then "My organization" and then activate / deactivate your sample data.

2. You will see sample Maps, Personas, Opportunities etc., appearing in your different folders.

The image displays two screenshots of the Cematica web application interface. The top screenshot shows the 'My Organization' settings page. The left sidebar contains a menu with 'Settings' at the top, followed by 'My Organization' (highlighted with a blue box), 'Manage Users', 'Templates', 'Libraries', 'Customization', 'Configuration', and 'Integration Center'. The main content area is titled 'My Organization' and includes a 'Company Logo' section with the Cematica logo, a 'Preferred Language' dropdown set to 'English', and a 'Sample Data' toggle switch which is turned on (highlighted with a blue box). Below this is a 'Subscription' section with three packages: 'Enterprise', 'Expert', and 'Standard'. The bottom screenshot shows the 'Your Journey Maps' page. The left sidebar menu is expanded to show 'Journey Maps' (highlighted with a blue box). The main content area features a 'New Journey Map' button and a 'Sample data' button (highlighted with a blue box). Below these is a table of journey maps:

<input type="checkbox"/>	Journey Map Name	Related Personas
<input type="checkbox"/>	 Credit Cards Customer Journey - Detailed (CX sample)	
<input type="checkbox"/>	 Credit Cards Customer Journey - Detailed (CX sample)	
<input type="checkbox"/>	 Credit Cards Customer Journey - Flexi (CX sample)	
<input type="checkbox"/>	 Distribution Customer Journey (CX sample)	 +1

# Journey Creation

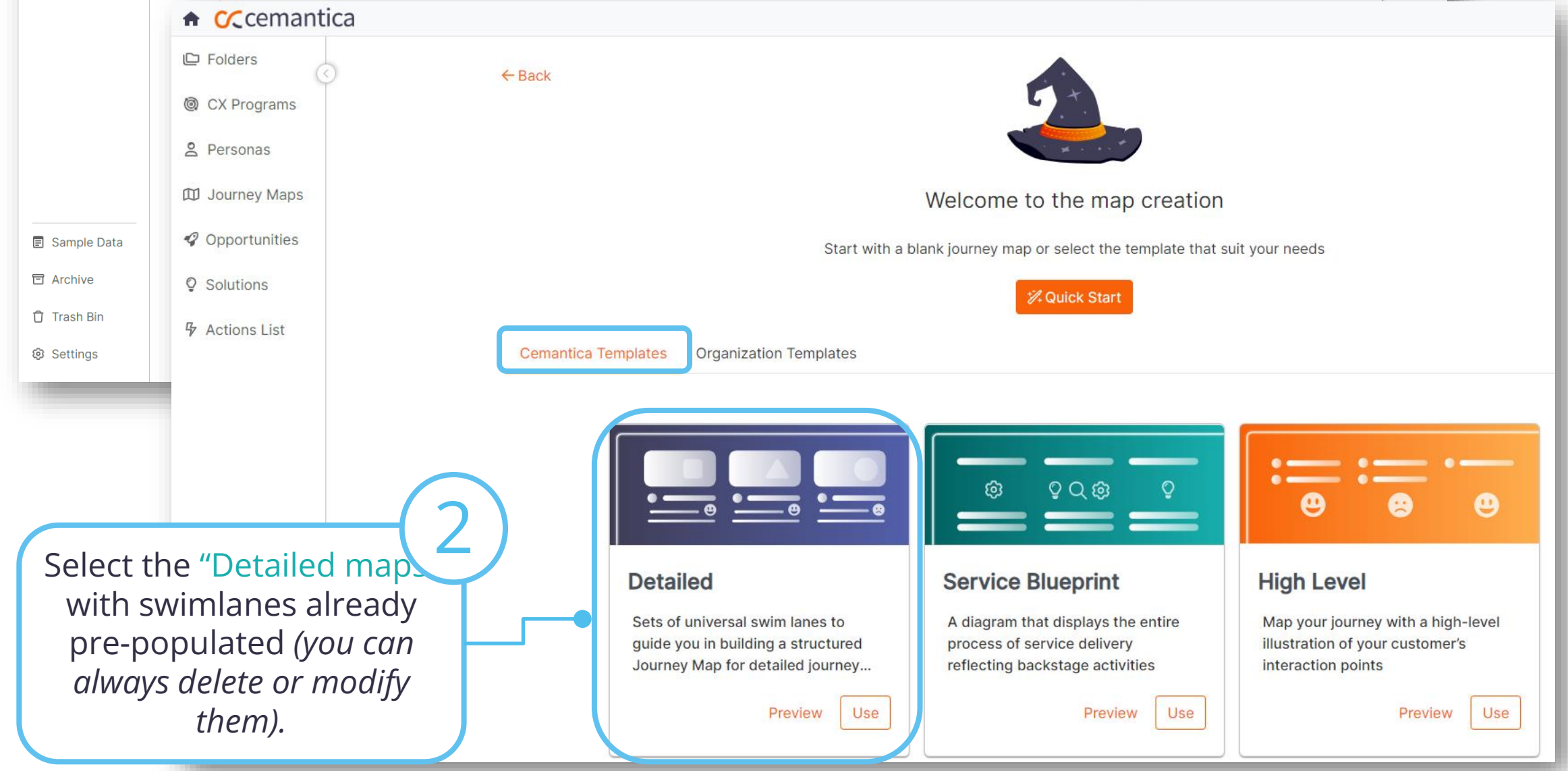
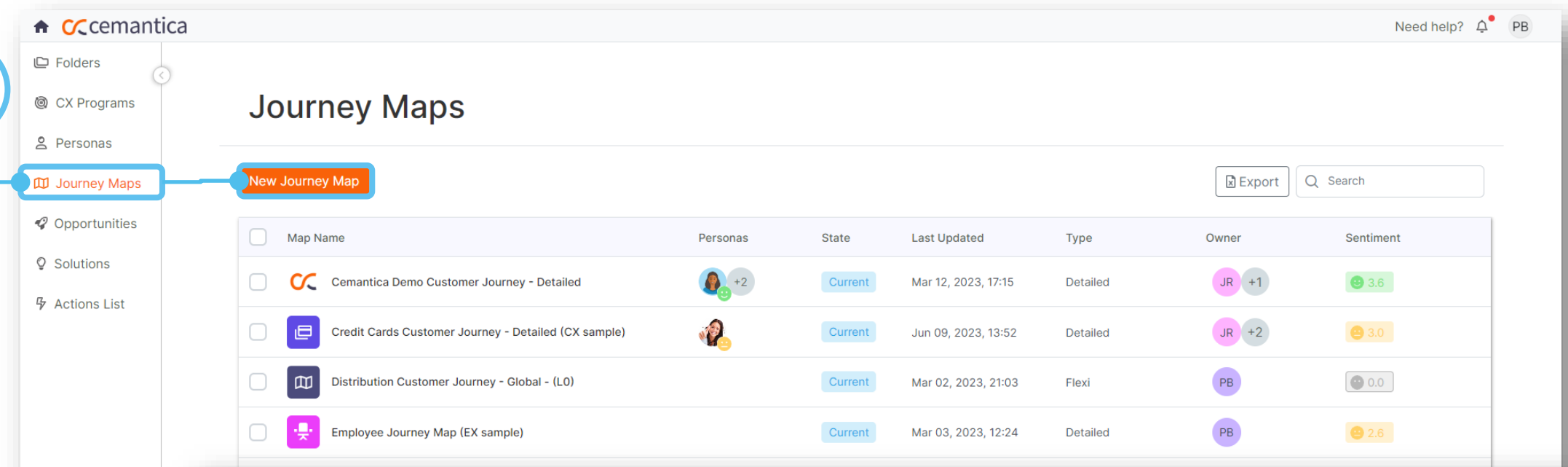
(1 of 2)

In Cemantica, you have 3 ways to create a new journey:

- 1. Copy an existing journey
- 2. Create a journey from an existing Cemantica template
- 3. Create a new journey from scratch with the "Quick Start"

In this "Quick Start Guide" we will focus on creating a Journey from a Cemantica template (Detailed map).

1  
Navigate to the "Journey Maps" space and click on "New Journey Map".



You're almost there...

## Functionalities & Settings

# Journey Creation

(2 of 2)

- ✓ Create your journey, give it a name, associate a persona profile and you are ready!
- ✓ Your map will appear in a few seconds!

3  
Give your Journey Map a name, description and state.

4  
Choose or create from scratch your Persona profile (all information inside the Persona profile is not mandatory).

The screenshot displays the Cematica user interface. On the left is a navigation sidebar with options: Home, Main Workspace, Programs, Personas, Journey Maps, Insights, Opportunities, Solutions, Actions, Projects, Add Folder, Deleted and Archived, Smart Analytics, and Settings. The main content area is titled 'Build a customized Journey Map' and includes a 'Back' button. Below the title, it says 'First, complete the basic information'. There are three input fields: 'Journey Map Name (Required)' with the value 'Customer Universal Journey - L0', 'Description', and 'State' with a dropdown menu set to 'Current'. To the right is an illustration of a flask with a heart and stars. Below this is another 'Back' button and a section titled 'Adding Personas' with a wand icon. The text says 'Now, choose the Related Personas for this Journey Map, or one can be randomly assigned by Alex.' There is a search bar and a list of five persona cards: Amelia Schmi... (Psychiatrist, 1 Journey Map, 0 Contacts), Cisco (Qa, 0 Journeys, 0 Contacts), Clara Muller (... Business consultant, 1 Journey Map, 0 Contacts), Dirk Bekker (... Lawyer, 1 Journey Map, 0 Contacts), and John Davis (... Information Systems, 3 Journeys, 0 Contacts). The Clara Muller card is highlighted with a blue border. At the bottom is a 'Create Journey Map' button.



## Functionalities & Settings

# Congratulations, your map is created!

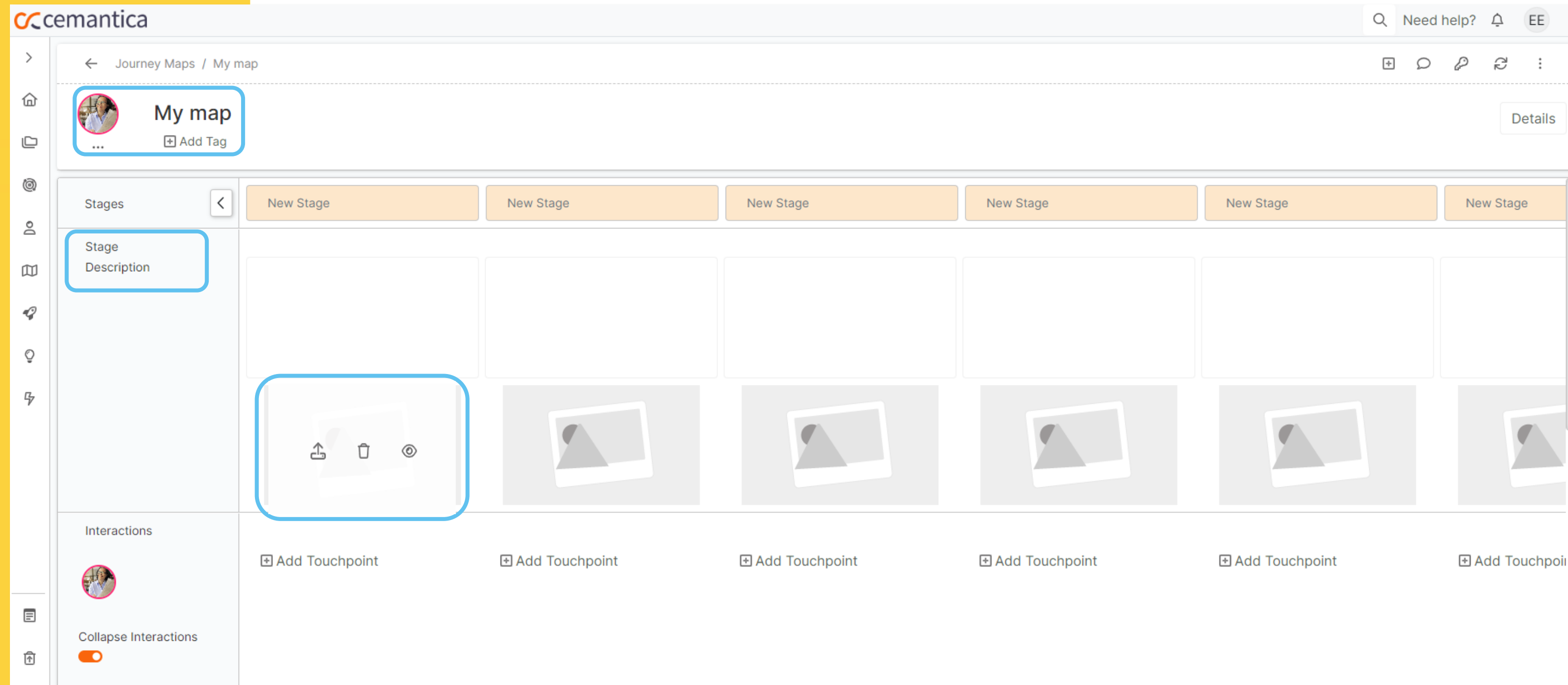
✓ Work on your Persona details, add your customized sections, reorganize your blocks, change colors, title etc.

✓ Generate and enrich your Persona with our AI Assistant Alex  
(Option to activate in the Expert and Enterprise packages only)

The image displays two screenshots of the Cematica Journey Maps interface. The top screenshot shows a map titled "My map" with a sidebar containing "Stages" and "Interactions". The "Stages" section has a "New Stage" button and a "Stage Description" field. The "Interactions" section has an "Add Touchpoint" button. The bottom screenshot shows a detailed persona profile for "Dirk Bekker (CX sample)", a Lawyer. The profile includes a "Details" section with fields for Initials (RR), Age (35), Location (Munich, Germany), and Gender (Male). It also features sections for "Background", "Needs", "Expectations", "Frustrations", "PersonalityType", and "Quote". A "Sentiment Index" is shown as 3.8 and 3.7. A "Coming Soon" badge is visible for the "Empathy Map" section. A sidebar on the left of the bottom screenshot lists various content types: Text Box, List Items, Image Box, Sliders, Rating, Tags, Demographics, Quote, and an "Add Section" button.

# Start mapping!

- ✓ Identify your stages within your Journey Map
- ✓ Provide a description and image for each stage



## Functionalities & Settings

# List your Touchpoints per stage across the journey

- ✓ Click on "Add Touchpoint"
- ✓ Select one or multiple Touchpoints
- ✓ Manage, edit and customize your Touchpoints (Only for Admins)

The screenshot displays the Cematica Journey Maps interface. At the top, the breadcrumb navigation shows 'Journey Maps / test'. Below this, a user profile for 'test' is visible with an 'Add Tag' button. The main area is divided into 'Stages' and 'Touchpoints' sections. The 'Stages' section contains a row of 'New Stage' buttons and a grid of placeholder images. The 'Touchpoints' section on the left includes a search bar, a 'Collapse Touchpoints' toggle, and a 'Sentiment Chart'. A modal window titled 'Edit Touchpoint' is open, showing a list of touchpoint categories: 'Cemantica', 'Communication', and 'All touchpoints'. The 'Communication' category is expanded, showing options like 'Point of sale', 'Phone', 'Email', and 'Fax'. Another modal window titled 'Touchpoints' is also open, displaying a list of touchpoint types such as '3rd Party', 'Advertisement', 'Agent', 'Application', 'Article', 'ATM', 'Bank transfer', 'Blog', 'Branch', 'Broadcast media', 'Brochure', 'Call Center', 'Cart', 'Cashier', 'Chat', 'Chatbot', 'Comparison sites', 'Customer portal', 'Delivery', 'dfddgd', 'Doctor', 'Email', 'Employee Portal', and 'Event'. A search bar is present in the top right of the 'Touchpoints' modal.

# Describe your customer interaction and create actions

- ✓ Go to the three dots of your Touchpoint and hit "Edit Touchpoint"
- ✓ Describe the action of your customer on the Touchpoint selected, identify the Sentiment Level of your customer etc.
- ✓ List your Insights (Gains, Pains, Findings, Company Insights)
- ✓ Create Opportunities, Solutions and Actions linked to your Touchpoint

The screenshot displays the Cematica Journey Maps interface. The main view shows a journey map titled "My journey" with several stages. A touchpoint labeled "Website" is selected, and a context menu is open over it, showing options: "Edit Touchpoint", "Change Touchpoint", "Delete", "Duplicate", and "Stickers".

The "New Phase / New Stage" dialog is open on the right, showing configuration options for the touchpoint:

- Touchpoint: Website
- Main Route:  Alternative Route:
- Describe the action on this touchpoint:
- Personas: Cisco
- Sentiment Level:  (with a smiley face icon)
- Departments:  Select Departments
- Add More
- Insights (2) Opportunities (0) Solutions (0) Actions (0)
- Add Insight
- Page loading issue:  Pain
- Great content:  Gain

## Functionalities & Settings

# Organize and visualize your insights

Create additional "Insight" swimlanes that you can rename and classify your Pains, Gains, Company Insights, Findings etc., however you want them to appear on your map.

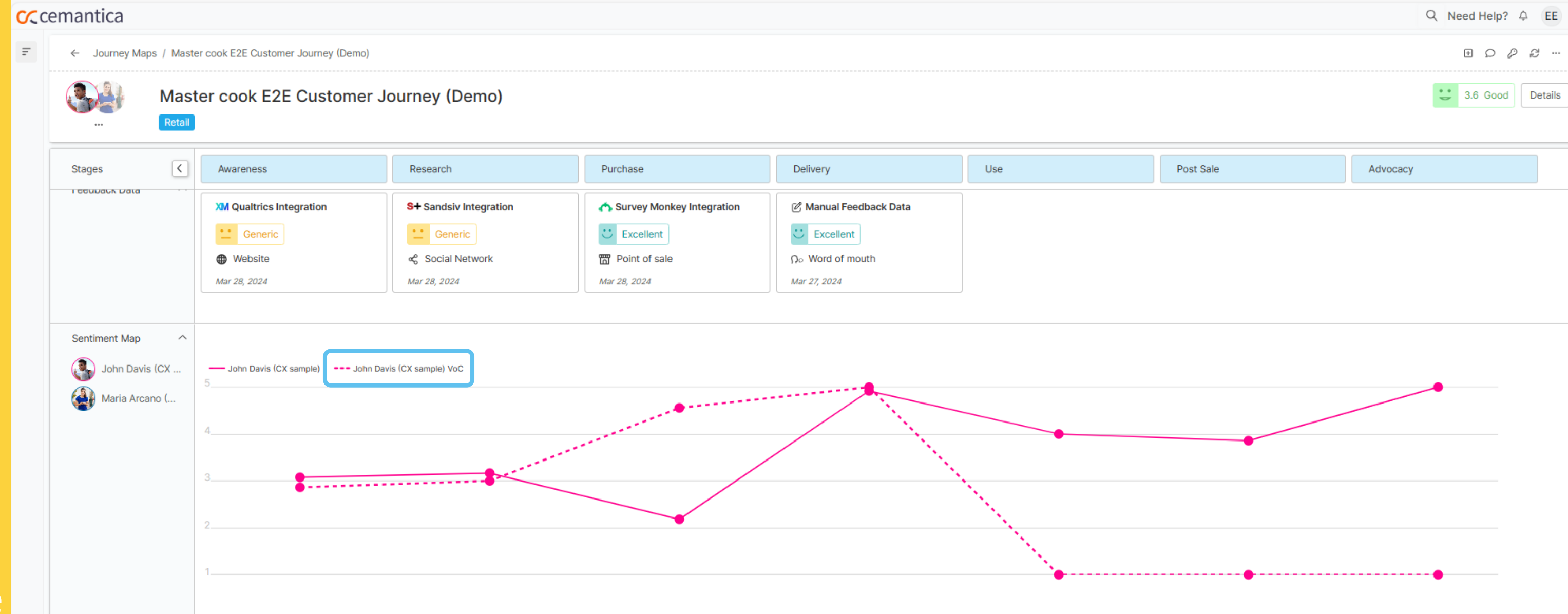
You can also drag and drop inside the Swimlane.

The screenshot displays the Cematica software interface for a customer journey map. The top navigation bar includes the Cematica logo, a search icon, and a 'Need Help?' link. The main header shows the journey title 'Master cook E2E Customer Journey (Demo)' and a 'Retail' category. Below the header, the 'Stages' section lists seven stages: Awareness, Research, Purchase, Delivery, Use, Post Sale, and Advocacy. The 'Gains' section contains 14 light blue cards, each with a 'Gain' label, a checkbox, a description, and a category icon (e.g., Website, Email, Point of sale, Social Network, Phone). The 'Pains' section contains 14 light red cards, each with a 'Pain' label, a checkbox, a description, and a category icon (e.g., Website, Email, Point of sale, Social Network, Phone, Delivery). The interface is clean and organized, allowing for easy visualization and management of customer insights.

## Functionalities & Settings

# Your global Sentiment Map

- ✓ View the Personas' Sentiment Level in each Stage aggregated from each Touchpoint
- Sentiment Level across the entire journey
- ✓ Compare it with the Sentiment Level provided by your customers via VoC data  
(Automatically generated)



Personas – The Persona's sentiment level for this specific map.

VoC – Sentiment levels based on data from real customer feedback.

(Only activated with the "Enterprise Package").

# The following features are only available in the “**EXPERT Free Trial**”

Check out our different packages on [cemantica.com](https://cemantica.com)  
[Cemantica | CX Platform Pricing](#) or  
contact us for more information on  
[info@cemantica.com](mailto:info@cemantica.com)

## Functionalities & Settings

# List your opportunities

- ✓ Create the global Opportunities that result from identifying the various painpoints when mapping the interactions.
- ✓ You can access the Opportunities from the map directly or via the menu on the left side to prioritize them.

VOC data integration, Analytics, and ROI module are not available with this free trial.

Contact [info@cemantica.com](mailto:info@cemantica.com) for more details.

The screenshot displays the Cematica interface for a 'Distribution Customer Journey (CX sample)'. The top navigation bar shows the breadcrumb 'Journey Maps / Distribution Customer Journey (CX sample)'. Below this, the journey map is visible with stages: Discovery, Consideration, Selection, and Order. The 'Opportunities' section is highlighted in the left sidebar. A modal window titled 'Opportunities' is open, showing a table of items. A 'New opportunity item' button is visible in the modal. The table lists various opportunities with columns for Subject, Priority, Journey Map, Owner, Due Date, Status, Quick actions, and Customer Value.

Subject	Priority	Journey Map	Owner	Due Date	Status	Quick ...	Customer Va...
Break the silos between the factory and the contact center	High			09/05/2024	Stuck		
New opportunity without journey map	Low		PB	09/07/2023	New		
'Check in' courtesy calls	High	Happy Journey	EE	09/15/2023	In pro...		
Change Tablet	Low	Happy Journey	EH	09/04/2023	New		
Change Tablet	Low	Happy Journey	EH	09/04/2023	New		
Change Tablet	Low	Happy Journey	JR	09/04/2023	New		
Check in store	Low	Happy Journey	EH	09/04/2023	New		
Check in store	Low	Happy Journey	EH	09/04/2023	New		



## Functionalities & Settings

# Solution ideation!

- ✓ Ideate "Solutions"
- ✓ Build your business case and describe the impact of your solutions
- ✓ Connect your Solutions to multiple Opportunities
- ✓ Rate your solutions with the Cost Benefit Analysis model

The screenshot displays the Cematica Solutions interface. On the left is a navigation sidebar with options: Home, Folders, CX Programs, Personas, Journey Maps, Opportunities, Solutions (highlighted), and Actions List. The main content area is titled "Solutions" and features a "New Solution" button and a table of existing solutions. The table has columns for Subject, Journey Map, Type, Groups, Owner, Status, and Last Updated. One solution is visible: "Employee persona segmentation (EX sample)" with a "Nice To Have" type, owner "PB", and status "In pro...".

Below the table, the detailed view for "Employee persona segmentation (EX sample)" is shown. It includes tabs for "General", "Impact", and "Rating". The "Subject" field contains "Employee persona segmentation (EX sample)" and the "Status" is "In progress".

The "Impact" tab is active, showing "Impact on People" and "Impact on Process" sections. The "Impact on People" section contains the text: "Employee centric DNA program will impact collaboration and will break silos. Organizational units will work in communities supporting each others". The "Impact on Process" section contains: "- On-boarding of new employees will be done via an application with a checklist of tasks that need to be done as part of the process - The retire process will be adapted to every persona profile impacting the team that will handle the off-boarding - a new HR organizational unit will be setup to take care of".

The "Rating" tab is also active, showing a "Quick Win" button, a "Nice To Have" button (highlighted), a "Complex Project" button, and a "To Avoid" button. Below these are two 5-point rating scales: "Number of customers affected" (2 points filled) and "Cost of Implementation" (1 point filled). There is also an "+ Add Comment" button and a "Show Comment" button.

## Functionalities & Settings

# List your actions

- ✓ Create your list of actions
- ✓ You can access the Actions from the map directly or via the menu on the left side to prioritize them

Can be connected to your internal Project Management tool (JIRA, monday.com and more) – Contact [info@cemantica.com](mailto:info@cemantica.com) for more details).

The screenshot displays the Cematica interface for a 'Distribution Customer Journey (CX sample)'. The main view shows a journey map with stages: Discovery, Consideration, Selection, Order, and Invoicing. The 'Discovery' stage is active, showing a 'Web ads' touchpoint. Below the map, there are several action items with status indicators (Done, Low, New, Normal, In progress, Stuck).

The 'Actions List' modal is open, showing a table of actions:

<input type="checkbox"/>	Subject	Priority	Due Date	Owner	Status	Journey Map	Groups
<input type="checkbox"/>	Chatbot support	Normal	mm/dd/yyyy	JR	Done		Marketing
<input type="checkbox"/>	Action that will be archived	Low	mm/dd/yyyy	EH	Done	Happy Journey	
<input type="checkbox"/>	Action that will be archived	Low	mm/dd/yyyy	EH	Done	Happy Journey	
<input type="checkbox"/>	Action that will be archived	Low	mm/dd/yyyy	JR	Done	Happy Journey	
<input type="checkbox"/>	Action that will be archived	Low	mm/dd/yyyy	JR	New	Happy Journey	Website revamp, Omni channel st
<input type="checkbox"/>	Club membership	Normal	mm/dd/yyyy	EH	New	Happy Journey	
<input type="checkbox"/>	Club membership	Normal	mm/dd/yyyy	EH	New	Happy Journey	
<input type="checkbox"/>	Club membership	Normal	mm/dd/yyyy	JR	New	Happy Journey	

# CX Program management

- ✓ A dedicated area to manage your CX program including Stakeholders, Targets, CX Strategy and Relationships
- ✓ Manage multiple Programs in your organization to represent a framework or a specific CX project

The screenshot displays the Cematica user interface. On the left is a sidebar menu with the following items: Home, Main Workspace, Programs (highlighted), Personas, Journey Maps, Insights, Opportunities, Solutions, Actions, Projects, Add Folder, and Jen. Below the main menu are 'Deleted and Archived' and 'Smart Analytics' sections. The main content area is titled 'Your Programs' and features a 'New Program' button. A grid of six program cards is shown, each with a representative image, a title, a status indicator, and a set of icons representing metrics.

Program Name	Status	Icon 1	Icon 2	Icon 3
Credit Cards CX Program (CX sample)	QA	2	1	1
Distribution CX Program (CX sample)		1	2	1
Employee Experience Program (EX sample)		1	1	1
Healthcare CX Program (CX sample)		1	1	2
Insurance CX Program (CX sample)		1	1	
Pharma CX Program (CX sample)		2	2	1

# Check our Learning space for free CX lessons

[www.cemantica.com/learning](http://www.cemantica.com/learning)

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- ✔ Cemantica CCXP experts and respected partners share best practices



**Thank you  
for choosing  
Cemantica as  
your CX  
partner on this  
journey...**

Contact us at  
[info@cemantica.com](mailto:info@cemantica.com)

