Demonstrate Journey ROI

Helping you show the business impacts and benefits of your Journey Management program in line with your organization KPIs

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

Define　　Design　　Execute　　Measure

Measure your Customer Journey impact and prove your program value

- Link your business goals to the customer Journeys
- Track and quantify the financial contribution of your projects
- Ensure it is in line with your business objectives
- Follow-on on performance

Ask Alex

Your intelligent all-in-one Customer Journey Management Platform

Define Design Execute **Measure**

Achieve Business Goals

Execute CX initiatives

Bring value to customers

Reduce Cost

Generate Revenue
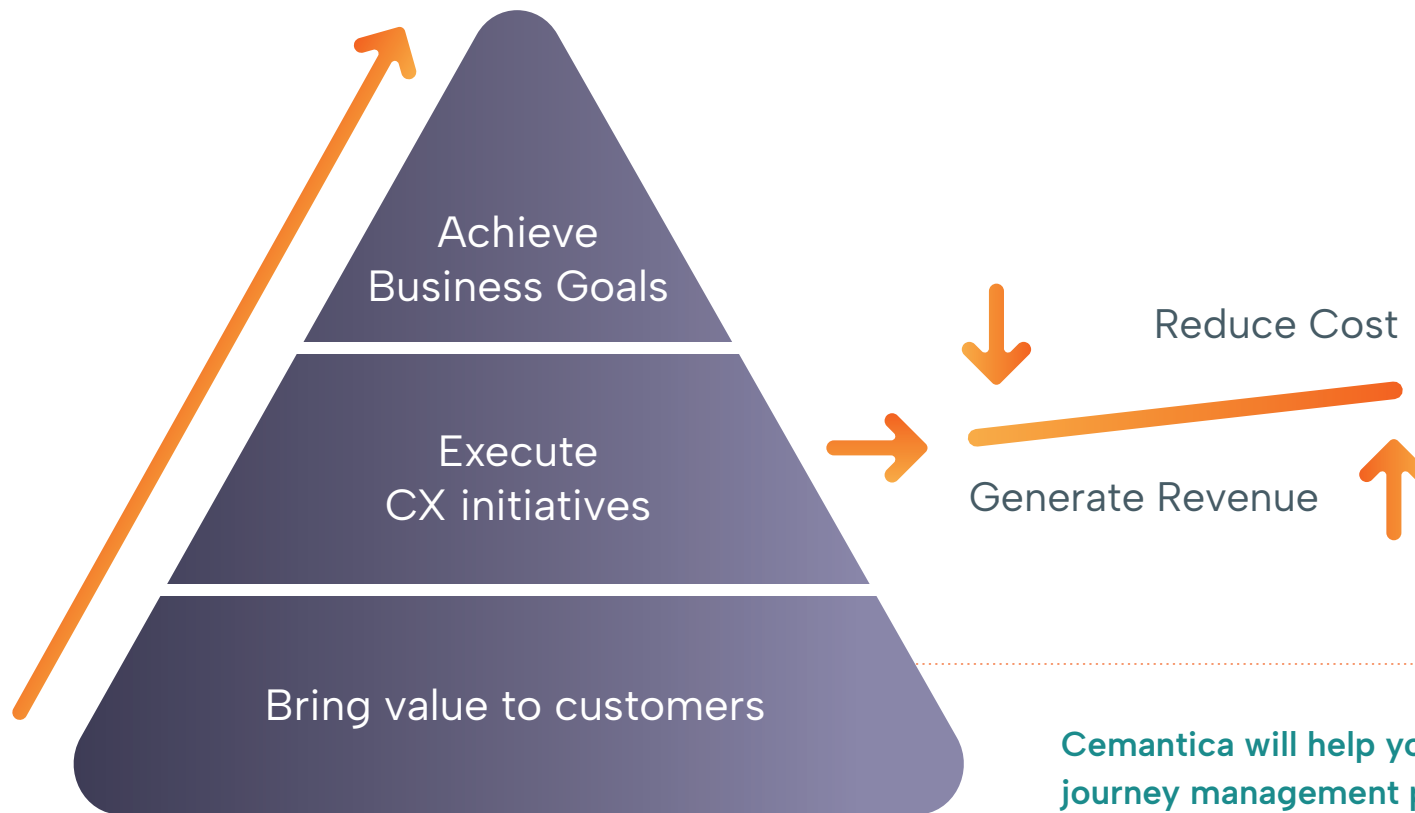
Cemantica will help you build a scalable journey management program

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Making the KPI connection

How can you show the value your Customer Journey initiatives bring to your business?

- Link your initiatives to your business KPIs
- Measure the outcomes in terms of business performance
- Prioritize and focus on the right projects to ensure your initiatives are contributing to the business objectives of your organization

The ROI module in the Cemantica Journey Management platform helps you measure the bottom-line impact of your initatives.

You're not alone! The Cemantica team has extensive experience and is ready to assist you in setting up all the necessary metrics – info@cemantica.com

Business KPI

- Revenue
- Customer Acquisition
- Customer Attrition
- Conversion Rate
- Lead Generation
- Opportunity pipeline

Experience KPI

- Customer Satisfaction
- Customer Effort
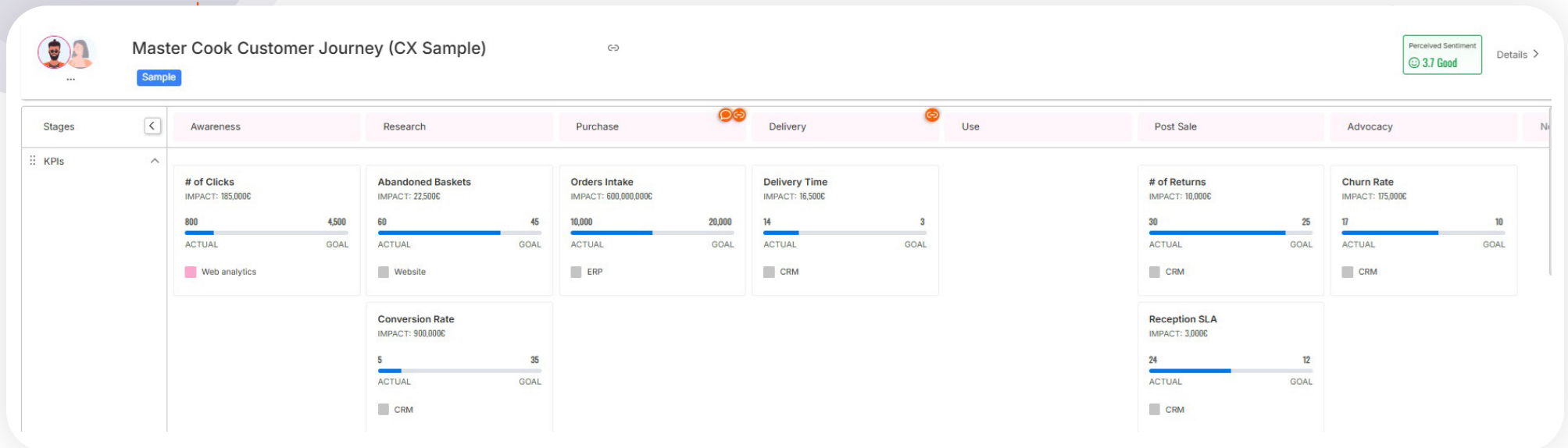- References
- Interactions
- Loyalty
- Engagement

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Simple and easy: set-up your KPIs directly on your journey map

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Define   Design   Execute   **Measure**

- Visualize your KPI's actuals vs. targets manually or automatically (connected to external sources)
- Monitor the financial impact of your KPIs in real-time at each stage of the journey

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Master Cook Customer Journey (CX Sample)

Sample

Perceived Sentiment
☺ 3.7 Good   Details >

Stages	Awareness	Research	Purchase	Delivery	Use	Post Sale	Advocacy
KPIs							

# of Clicks
IMPACT: 185,000€
800 ——————— 4,500
ACTUAL   GOAL
☐ Web analytics

Abandoned Baskets
IMPACT: 22,500€
60 ——————— 45
ACTUAL   GOAL
☐ Website

Orders Intake
IMPACT: 600,000,000€
10,000 ——————— 20,000
ACTUAL   GOAL
☐ ERP

Delivery Time
IMPACT: 16,500€
14 ——————— 3
ACTUAL   GOAL
☐ CRM

# of Returns
IMPACT: 10,000€
30 ——————— 25
ACTUAL   GOAL
☐ CRM

Churn Rate
IMPACT: 175,000€
17 ——————— 10
ACTUAL   GOAL
☐ CRM

Conversion Rate
IMPACT: 900,000€
5 ——————— 35
ACTUAL   GOAL
☐ CRM

Reception SLA
IMPACT: 3,000€
24 ——————— 12
ACTUAL   GOAL
☐ CRM

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Get your ROI dashboard and show the value of your work!

With the pre-built Cemantica dashboard (Alex our AI Assistant is here to support you!), you can measure and follow-up on the benefits generated by your Journey Management initiatives. You can visualize and filter per journey:
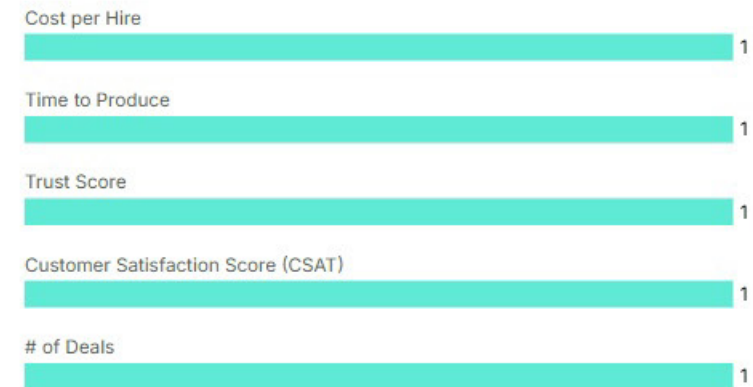
- The progress of your KPIs
- View revenue generated by your initiatives
- Understand the performance of your project against objectives in real-time
- Quickly see the financial impacts by different criteria (by initiative, owner, overtime etc.)
- Instantly share to your management in an easy to digest format

You're now in control. Cemantica simplifies the setup process for you.

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Top 5 Measures

Cost per Hire
1

Time to Produce
1

Trust Score
1

Customer Satisfaction Score (CSAT)
1

# of Deals
1

ROI Potential By Measure

300.0K€	
225.0K€	
150.0K€	
75.0K€	
€	

Customer Satisfaction Score (CSAT)　　Churn Rate　　Trust Score　　# of Deals　　# of Returns　　Reception SLA

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Get your ROI dashboard and show the value of your work!
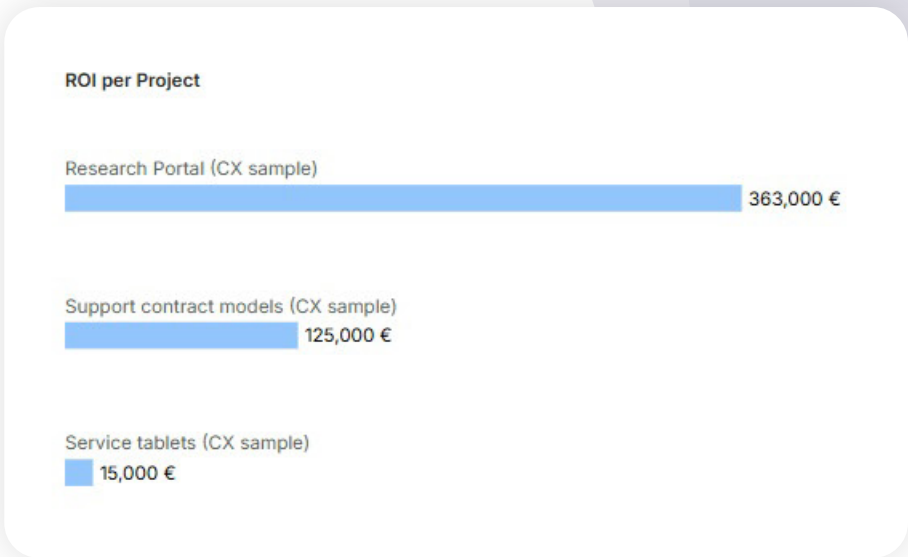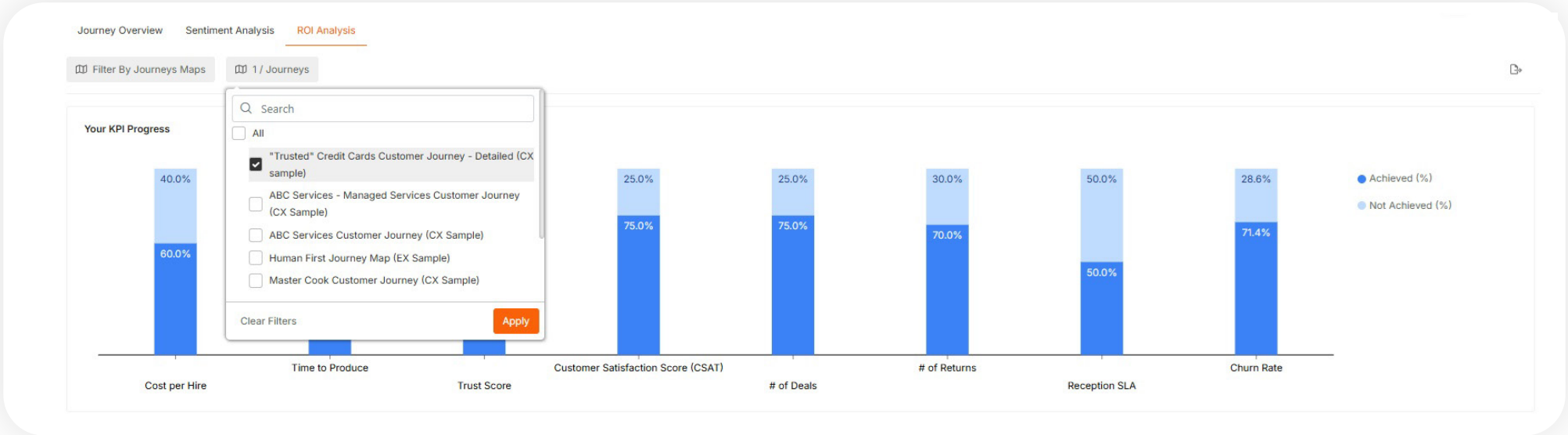
✦ Next step?

Grow with Cemantica

Ask about additional modules to ROI & Analytics in our scalable SaaS platform that allows your organization to set up, analyze and constantly refine your customer-enabled operations.

Customer Journey Mapping

Create your own tailored customer journey maps to surface all touchpoints with your brand, create personas and analyze their sentiment along the journey.

Journey Management program

Turn insights into actions with defined tasks for your team to prioritize, collaborate, execute and analyze.

VOC Data Integration

Benefit from real-time integration of actual customer feedback data into your journey maps.

Consulting Workshops

Our CCXP consultants support you with best practice guidance and practical workshops at each stage of your program.

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How do Cemantica help our customers and partners in the global CX community?

Cemantica can support me by continuing to demonstrate that customer experience isn't just theory. But with the right platform enabling professionals to document and manage the theory to operationalize Customer Experience, we can truly deliver the value that organizations are looking for. Without Cemantica it's so hard to do, with Cemantica it gives us the structured approach to Customer Experience that I've wanted my whole career.

Ian Golding, CCXP
Global Customer Experience Specialist Customer Experience Consultancy

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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

Contact us: info@cemantica.com