

Best Practices

thought leadership & lead generation



Customer Journey Analytics: Delivering the Best Possible Customer Experiences

To optimize customer interactions and predict future behavior, analytics are clearly needed to measure the vast amounts of historical data documenting customer behaviors and motivations across touchpoints over time, according to Gartner and Forrester Research.

Customer journey mapping is intuitive only to a certain extent, as best-case plans are often disrupted when the rubber meets the road and assumptions, large or small, are proved false by actual customer behavior. Journey analytics are crucial for uncovering these fundamental misjudgments or changes in situational reality that can make your journey maps ineffective.

Contribute to this Best Practices installment and connect with readers who are looking for customer journey analytics to become more efficient while gaining valuable insights into their customers.

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