

Best Practices



thought leadership & lead generation

Customer Journey Management for Maximum Customer Engagement

Customer journeys are the complete sum of experiences that customers go through when interacting with your company.

Customer journey management encompasses sales, marketing, and customer service as prospects and customers move through their journeys, defined by your journey maps, at each stage of the process.

The challenge of customer journey management is to create smooth paths for customers by determining which messages or actions can successfully move them from one phase to the next and keep them engaged enough to purchase and sufficiently satisfied with their post-sales experiences to keep coming back.

Contribute your experience-based recommendations in this month's Best Practices topic to help our audience manage their customer journey processes in order to retain their customers for life.

Roundtable Date: 2/16/2022

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