

2022 DECT DDACTICEC



# **Customer Journey** Management: A Key Focus for Stronger Brands

A recent study by Gartner revealed that CX programs that exceed management expectations are 2.3 times more likely to have CX efforts in marketing primarily focused not on the path to purchase but on the journey after acquisition.

The full scope of customer journey management, including customer data management, journey analytics, decisioning and orchestration, engagement and personalization, and measurement and reporting, are crucial for brand building. And according to the Winterberry Group, more than three-quarters (77%) of businesses are turning to the application of customer journey management.

How have the leading companies used customer journey management to create loyalty, increase revenue, and build their brands?

Share your experiences and knowledge of how the top companies exceed their CX goals and what our readers can do to smooth their own customer journeys.

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