inQuba

inQuba Journey Management

Guide Customer
Behavior and Monetize
Customer Journeys

JM

*inQuba Journey Cloud, our analyst-rated Customer Journey
Management SaaS platform, has achieved a doubling in customer
conversion at key journey points as well as significant improvements in
customer retention, customer experience and customer insight.*

When your customers reach their goals, you reach yours too.

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Visualize Actual Customer Journeys

Get the behavior-based context you need to prioritize improvements and optimize experience across the journey. inQuba uses existing business data from each step of your customers' journeys to create a real-time, omnichannel journey visualization. All experiential, customer, segment and channel data is quickly organized to provide an end-to-end view, so that you can easily discover where customers are dropping away, and the size and characteristics of the cohort that is struggling.

Customer sentiment data and granular journey insights provide the "why" behind behavior by cohort and at journey touchpoints. With inQuba Journey Analytics you can zoom into individual journeys associated with this sentiment and zoom out to see the size of the cohort that has stalled.

For instance, detractor customers who stall on a credit card application process may express frustration with the lack of communication, and personalized, context-specific interventions could offer them the information they need in order to progress.
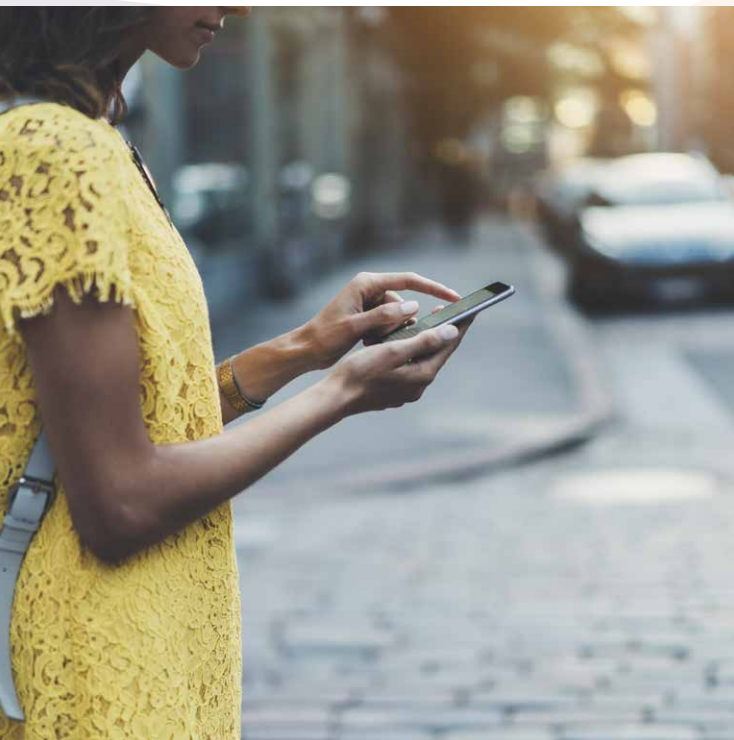
Benefits to your business

A one-stop solution offering best-in-class Customer Journey Management and Customer Experience (CX) Management. inQuba's Journey Cloud integrates seamlessly with your existing business solutions (such as Salesforce, Dynamics and SAP) as well as with the Microsoft ecosystem.
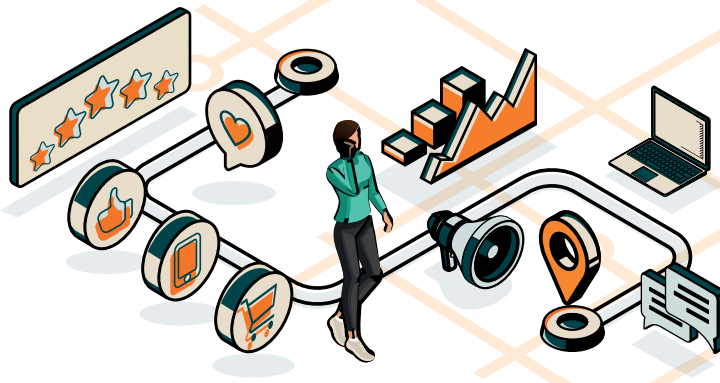
Hyper-personalized communications nudge customers forward and help them reach their goals.

inQuba's real-time, AI-powered journey orchestration has been shown to double customer conversion at key steps of customers' journeys, thereby boosting conversion and return on investment in CX improvement. Using a credit card application example, a nudge could prompt stalling customers by proactively offering information that addresses confusion by clarifying what the next step is. A nudge may also offer the option of personal support where human contact would assist the client to move forward.

Benefits include:

- Tracking of individual customer journeys
- An emotional overlay of customer sentiment
- The ability to anticipate behavior through visual analytics and machine learning
- Journey optimization for conversion
- The ability to address important business challenges such as acquisition, retention, conversion and customer insight.

Customer Journey Management: The inQuba Approach

1. Discover real journeys

Using data from multiple sources, easily visualize customers' actual journeys, map out goals & spot pitfalls.

2. Measure value delivery

Measure customers' sentiment, gather feedback & collect their emotional context at each step, in real-time.

3. Goal and drop-off analysis

Uncover the "why" behind customer behavior as they try to reach their goals. Overlay their actual journeys with their emotional journeys.

4. Design intervention strategies

Leverage machine learning to orchestrate hyper-personalized digital nudges & real-time human interventions to encourage customer behavior.

5. Review & optimize

Repeat the process by reviewing the impact of strategies & further optimizing ideal journeys, leading customers to their goals & boosting conversion.

inQuba delivers ROI

Business Impact of Journey Management Interventions

Clients see noticeable improvements in several important business metrics.

+96%
DIGITAL CONVERSION
A doubling in conversion at moments of truth in the acquisition journey

+20 points
NET PROMOTER SCORE
An increase in loyalty improves up-sell and cross-sell potential

−89%
INCIDENT CREATION
A significant reduction in servicing tickets created while nudges are live

30%
NUDGE RESPONSE RATE
Contextual, personalized nudges enjoy a strong response

Results illustrated are within the Financial Services industry

How inQuba Delivers Business Impact

Acquisition

Use case: Boosting customer conversion to grow revenue & improve NPS

Experience data reveals important trends when customers are stalling on their journeys. These stall points are illustrated within inQuba Journey Analytics, allowing businesses to zoom in and understand customer behavior. Businesses are then able to nudge customers to take the next step with nudges and real-time interventions. These insights allow businesses to develop a targeted plan to address issues and improve conversion.

Retention

Use case: Measuring & improving experiences at every step to reduce churn

inQuba Journey Analytics allows a deep-dive into the behavioral insights associated with the emotion and then engages with customers proactively and contextually, keeping them updated on progress, intelligently offering self-service options, and resolving issues more quickly. Overall improvement in first-contact resolution, customer experience and customer satisfaction leads to improved retention.

Customer Lifetime Value & Brand Health

Use case: improving client engagement & loyalty by guiding emotion

inQuba's digital interventions or "nudges" collect insight on how members engage and what information they need at what steps. Insights allow businesses to leverage customer emotion to increase engagement throughout the customer journey. Interventions are also used to help clients become familiar with self-service facilities, which increases engagement and reduces operational support costs. This results in an improvement in loyalty and customer lifetime value.

Reducing Cost to Serve

Use Case: Use Journey Analytics to engage in digital self-service & reduce real costs

inQuba Journey Analytics reveals the areas of the customer journey where customers are getting stuck or losing momentum while trying to reach their goals. Digital nudges can offer contextual assistance and information that will help customers to progress at various points. This reduces the dependency on human resources to offer the same.

ROI of CX

Use Case: Calculate return on CX efforts

inQuba Journey Analytics measures changes in aggregate consumer behavior that result from nudges or process improvements. For example: digital interventions that offer strategic assistance and information can be launched against a cohort and results compared to a test group. The improvement in CX or conversion would then be tied directly to the interventions applied.

Measure & Manage Channel Profitability

A flexible framework for optimizing growth

Customer Journey Management is the toolkit of choice for journey discovery, sentiment measurement and real-time interventions for optimization, and then extends into modeling and analysis of attribution, lifetime value, and retention.

About inQuba

inQuba is a next-generation Customer Journey SaaS platform for analysing and optimising customer acquisition, retention, conversion, channel and customer cost-of-ownership strategies.

inQuba uses diverse data sets, advanced analytics and AI to provide deep insights into customer journeys, customer behaviour and the customer experience. Using these insights and its proprietary methodology inQuba tests and optimises the effectiveness of execution, servicing and customer engagement strategies towards ROI goals.

inQuba is highly rated by leading analysts Gartner and Forrester as a high-innovator customer journey platform. The company has clients across the US, UK, Africa, and APAC with a focus on financial services, insurance, telco and retail industries.

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