How to achieve true end-to-end visibility into the consumer journey.

Improve CX and your bottom line with Customer Journey Analytics Consulting service from Verizon.

Your business or public sector agency worked hard to implement a multichannel customer experience (CX) for its customers and constituents.

But if your CX solution does not provide clear and actionable visibility into the entire consumer experience across your various channels, then you're not getting the most return on your CX investment. In fact, it's quite possible that you're simply offering more ways to dissatisfy the very people your contact center is trying to support and serve.

A successful CX design does more than just offer voice, chat and mobile app options for contact center interaction: it also collects, integrates and analyzes data from all of these platforms, giving enterprises and agencies deep insight into the entire customer journey–no matter the path taken.

When you free CX data from the isolation of each individual channel, you begin to achieve true end-to-end multichannel visibility. And with that combined visibility, you're able to better understand and act on consumer behavior, reduce interaction friction, improve customer satisfaction, and maximize contact center productivity.

Getting the most value out of your CX infrastructure, however, takes expertise. That's why Verizon Business, a global leader in contact center optimization, offers Customer Journey Analytics Consulting services.

Insight requires data integration

A consumer's journey to contact a business may not be a straightforward path, and it is typically never the same path twice. Cloud contact center providers and other CX vendors usually embed reporting and analytics capabilities into their platforms, but "painting the bigger picture" of the customer journey and experience can be difficult in a complex, multi-platform solution design.

Your organization may be making some, or all, of these statements:

- **"We need to improve our user self-service containment rates and reduce costs."**
  Organizations have a continual need to reduce contact center costs and improve CX. Technology solutions like web portals and chatbots are often introduced to achieve these outcomes. Customer interaction with these components in the real world, however, can result in friction points that erode successful outcomes.

- **"We don't know how a user experiences our different communication channels."**
  As the contact center becomes more customer-centric across all interaction channels, enterprises are increasingly purchasing packages of voice and non-voice channels. Doing so can introduce data inconsistency for the true customer journey across those interaction channels, as customers may engage with the organization through more than one of these channels.

- **"We have key performance indicators (KPIs), but we don't have a good understanding of user experiences within our CX technology."**
  Contact center solutions provide analytics focused on operational KPIs like handle time and speed to answer. These simple KPIs are useful but only provide a glimpse into the overall CX. Customer journeys that involve sales, service changes, trials, and product usage require a number of channels, interactions, and technologies, all of which contribute to a collective CX.

Aligning a differentiated CX with advanced technology is only possible with a clear understanding of the path consumers take to engage with a business. Verizon consultants can help you implement integrated reporting and analytics across many different channels to provide a seamless understanding of CX.

Collaboration and expertise drives business success

Verizon Consulting Services (VCS) connect your organization to actionable insights by utilizing tools and techniques to fully describe customer experiences with ordering, support and other journey actions. The VCS experts partner and collaborate with your teams to identify journey experience alignments or mis-alignments against your organizations strategic goals to facilitate efficient data driven actions.

The Customer Journey Analytics Consulting engagement includes:

Project kickoff
Leaders and decision makers from your organization meet with Verizon consultants to
 agree on the objectives of the engagement.

Customer workshops
These sessions are designed to drive understanding of the existing solution and functionality, and to determine the data collection strategy for the key in-scope technology components, such as a customer relationship management (CRM) system, interactive voice response (IVR) systems, or intelligent call routing (ICR) systems.

Customer deliverables
The VCS experts collect and model the initial CX events, verify the integrity and completeness of event information, enable automated data collect ion, and analyze the journey experiences.

Present findings
At the conclusion of the consulting engagement, you receive the output of Verizon's end-to-end CX data analysis, and our recommendations for how to improve interactions with consumers.

Why Verizon

VCS is a leader in CX consulting. We have been designing, implementing and supporting CX solutions for nearly 30 years. Our breadth of experience ranges from small single-site implementations to global enterprise solutions. VCS supports all types of contact center solution types including premises-based, cloud, hosted, managed, and hybrid. With a team of over 100 contact center focused consultants globally, CS has implemented dozens of Contact Center as a Service (CCaaS) solutions in over 35 countries.

100+ CX consultants across the globe

35+ countries with Verizon CCaaS solutions

Learn more

Contact your Verizon account manager.