



# AI IN CUSTOMER JOURNEY MANAGEMENT: 8 TIPS FOR CX MANAGERS AND JOURNEY MANAGERS

# Managing AI projects successfully

This best practice guide will provide you with valuable practical tips if you want to use technologies such as AI, Large Language Models (LLMs) or generative AI in your organisation to intelligently and sustainably improve customer journeys. As there is a lot to consider when implementing AI and dealing with large data sets, we have summarised the most important aspects for you.

Depending on where your organisation stands regarding the journey culture, some of these hints may be relevant to you now, others may be relevant later. But it's best to decide for yourself...

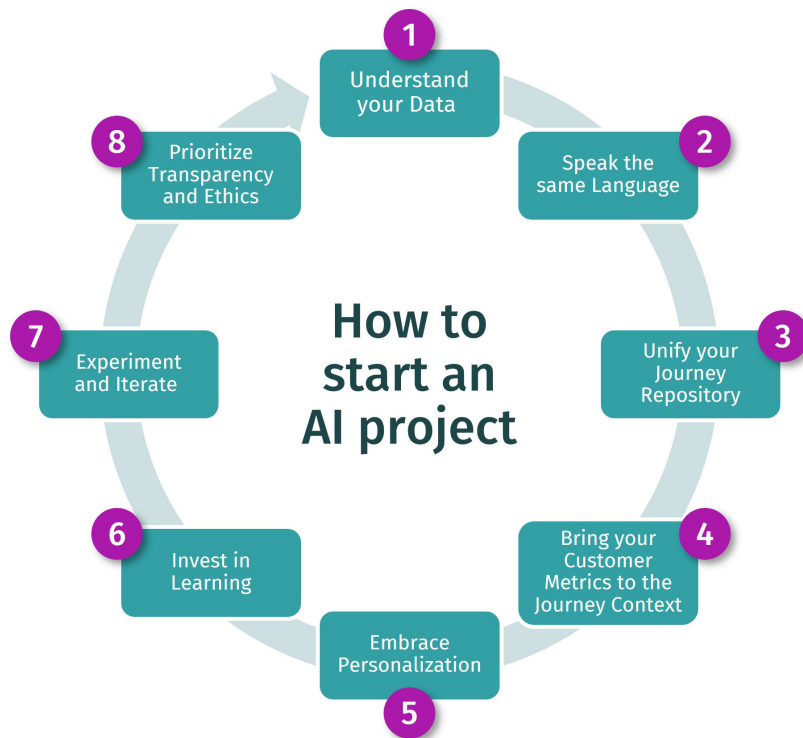


Illustration: Management Circle for AI projects (cxomni)

### **1. Understand your data**

Begin by gaining a deep understanding of your customer data. Know what data is available, its quality, and how it can be leveraged. Identify the key touch points in your customer journey where data can make the most significant impact.

### **2. Speak the same language**

When all your insights are spread out in different documents or systems with a multitude of terminologies and different taxonomies, it will be tough or even impossible to generate holistic insights from these data. So consolidate all these variations into a common CX/UX framework.

Create a Journey Management Framework, write it down in your organization's CX/UX playbook and implement it in a software-based Journey Management Framework like cxomni.

### **3. Unify your Journey Repository**

The journeys and subjourneys your customers are experiencing are numerous. However, it is a limited number of journeys. Many are nested in transactional systems, called processes. Create a unified journey repository that references to your processes. It can collect all your journey maps and is the single point of truth for all experiences at all touch points along the journey. It enables to aggregate your customer metrics in the context of the emotional journey.

### **4. Bring your Customer Metrics to the Journey Context**

Organizations own a variety of customer metrics, e. g. from web analytics, from VoC, from user research, from transactional systems like CRM or service center. They are owned by different stakeholders in the organization and create their benefit within specific operational functions. By a 360 degree approach they might even be allocated to a specific customer in CRM. However, these metrics often are missing the connection to the overall customer journey, its touch points and their emotional context in as-is or future-state scenarios. So it is helpful to bring these valuable metrics and insights in a context with journey maps and journey analytics.

## 5. Embrace Personalization

Use AI and LLMs to create highly personalized experiences. Tailor content, recommendations, and interactions to individual customer preferences and behaviors. Implement dynamic content that adapts in real-time to customer inputs.

## 6. Invest in Learning

Keep your team updated on the latest AI and CX trends. Encourage continuous learning and training in AI technologies and best practices. Explore courses, workshops, and certifications to build expertise.

## 7. Experiment and Iterate

Don't be afraid to experiment with AI-powered initiatives. Start with pilot projects and use A/B testing to measure their impact. Iterate based on data and customer feedback to continuously improve the customer journey.

## 8. Prioritize Transparency and Ethics

When using AI and data-driven insights, prioritize transparency and ethical considerations. Ensure that customers understand how their data is used and that AI systems are designed to make fair and unbiased decisions.

## Conclusion

AI technologies are revolutionising customer experience (CX) and customer journey management (CJM). By processing and generating linguistic content and understanding massive amounts of data, they are changing the way companies interact with customers and optimise customer journeys.

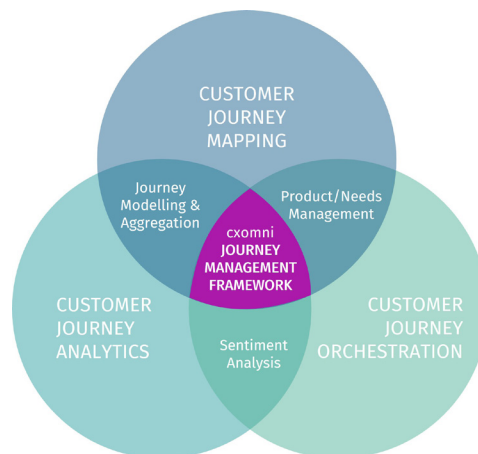
If companies understand their data, focus on personalisation, consider the latest AI trends and prioritise ethics, they can use AI to improve CX and create experiences that inspire customers for the long term.

## About cxomni

cxomni was founded as a start-up in Munich, Germany, in 2015 and quickly developed into a thought leader for Customer Journey Management.

With cxomni, customer-centric organizations can collaboratively identify relevant customer insights, visualize them in the context of the customer journey, and orchestrate the corresponding needs and requirements for the responsible stakeholders.

cxomni's comprehensive SaaS tool suite enables companies to design, map and manage customer journeys so that products and services can be developed and optimized according to CX and UX.



**Do you have questions about setting up a holistic Customer Journey Management or are you interested in a software demo?**

**[We are happy to help along!](#)**

**Imprint**

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