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WAVESTONE

CX Workbench 2024:

Cross-industry solutions for the challenges of Customer Journey Management

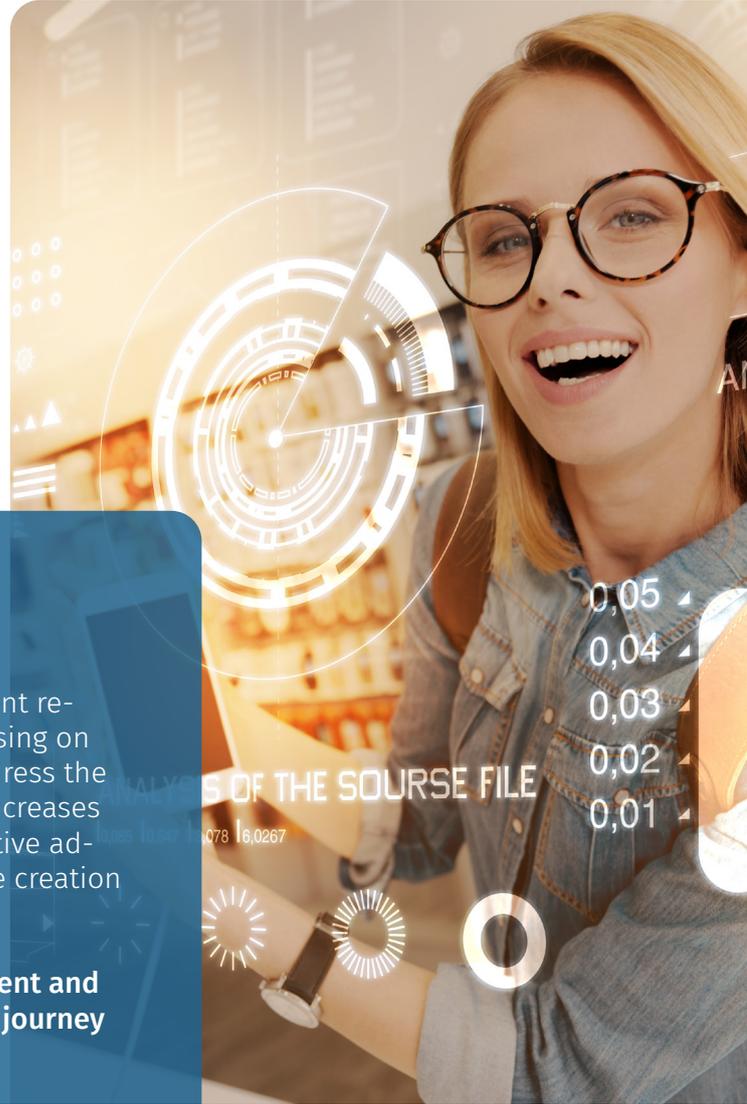
Practice
Guide



cxomni - PracticeGuide

At the **CX Workbench 2024**, decision-makers from various industries gathered to exchange their experiences and current challenges in customer journey management. The event included representatives from sectors such as telecommunications, insurance, manufacturing, consulting, and energy.

Organized by the software provider **cxomni** and the consulting firm **Wavestone**, the event provided a platform for participants to discuss the latest strategies and tools for successful customer journey management.



Paving the way to success with Customer Journey Management

All participants agreed: Implementing journey management requires the right tools and concepts. Furthermore, by focusing on the customer perspective, companies can specifically address the needs and expectations of their target audience, which increases customer satisfaction and loyalty. This results in competitive advantages, as a customer-centric approach optimizes value creation along the entire customer journey.

In this recap, we summarize the key insights from the event and illustrate how companies can sustainably optimize their journey management.

All insights at a glance

- 01 Customer feedback needs the right objectives.
- 02 Frameworks like SCRUM and SAFe provide efficiency.
- 03 Closed Loop approach for transformation from insights to actions.
- 04 Change Management as precondition for customer centricity.
- 05 Journey Management tools provide standardization and transparency.

Customer feedback analysis needs the right objectives

Clear goal setting is crucial for successful customer feedback analysis. Companies must first determine whether they need transactional feedback from touchpoints or research findings, and ensure that the business impact is clearly evident. The trend across industries is moving towards transaction-based VoC feedback, which provides targeted insights into specific touchpoints without overwhelming customers with surveys.

Expectation management plays a key role here, as surveys themselves are part of the customer experience. Real-time data such as VoC and web analytics, along with AI-powered tools like sentiment analysis, assist CX teams in identifying relevant trends in the feedback and deriving improvements for touchpoints.

Frameworks like SCRUM or SAFe provide efficiency

SCRUM structures and SAFe promote an agile, customer-centric way of working through interdisciplinary teams that can independently solve problems and drive innovation. These teams are empowered to quickly develop and implement customer-friendly solutions because they can adapt flexibly to new requirements.

SCRUM helps to break down silos and fosters cross-functional collaboration to make the entire customer process seamless and consistent. Regular ratings help to continuously assess the status of customer centricity.

Closed loop approach for improved transformation from insights to actions

Customer journey management tools support the entire process of a closed-loop approach. The software facilitates journey visualization, hypothesis formulation and validation, and the identification of valuable insights. Integrating data sources such as Voice of the Customer (VoC) and web analytics provides data-driven insights for implementing concrete actions.

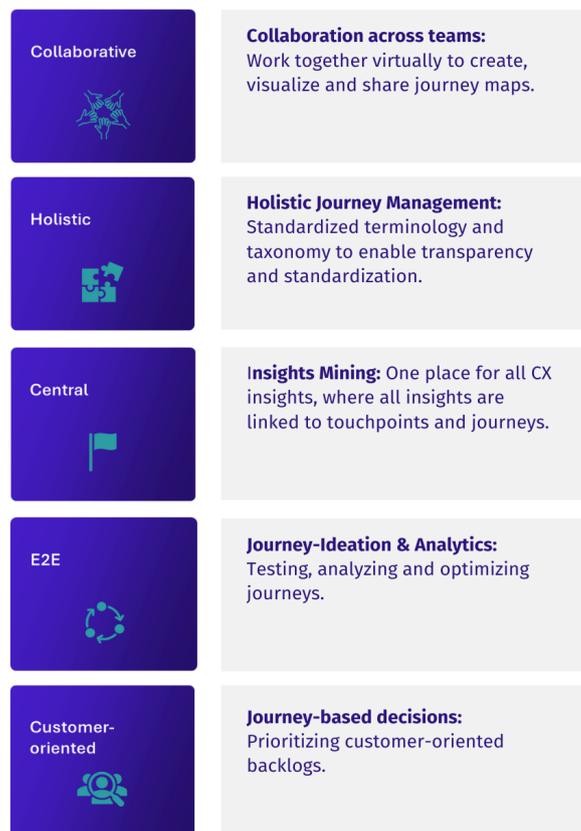
Monitoring journey performance is crucial for continuously reviewing and optimizing hypotheses. A customer journey management tool helps transform insights into actions and assists in clearly defining ownership and priorities for implementation.

In addition, comprehensive use cases for AI are emerging within customer journey management and along the customer journey. Integrating data from various sources enables AI-based generation, validation, and prioritization of pain points and needs at all touchpoints. Similarly, there are numerous AI applications throughout the customer lifecycle and across customer journeys. The role of virtual assistants will become more significant at moments of truth, leading to improved KPIs and greater customer and agent satisfaction with AI-driven agents.

Change Management as precondition for customer centricity

Change management is a critical success factor for companies aiming to become more customer-centric. Since KPIs often take longer to manifest, examples from other industries can be helpful in raising internal awareness. Training colleagues and fostering an understanding of the value of journey management are also beneficial.

The goal is to emphasize the added value. Stakeholders, such as the sales department, need to understand: „CXM increases revenue.“ Therefore, aligning with departmental goals and maintaining transparent communication are essential.



Overview: Challenges where customer journey management tools provide support.

Journey Management software provides standardization and transparency

Journey management is a top-down initiative that requires establishing responsibilities. A shared understanding of the customer journey, the desired goals, the relevant process frameworks, and necessary standards are essential.

Customer journey management software provides a unified foundation through the visualization and systematic analysis of the entire customer journey, enabling transparency across all touchpoints.

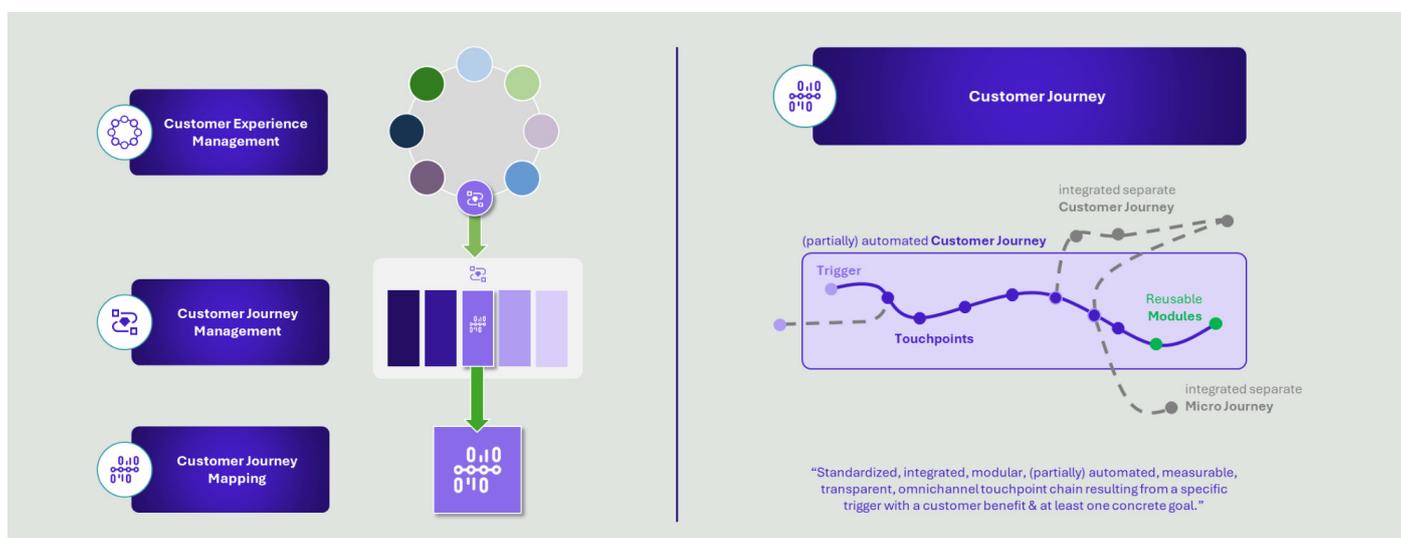
This standardizes processes and gives departments clear guidance on how to consistently implement customer-centric actions. Additionally, investments

and budgets are crucial, as customer journey management requires resources. The objectives should be clearly defined to document the business impact.

The investment is not in loyalty programs themselves, but in the resulting benefits.



Data integration for measuring journey performance.



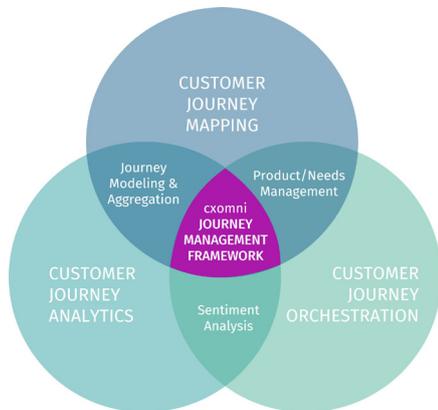
Definitions of Customer Experience and Customer Journey Management.

The bottom line: No way around Customer Journey Management

The Workbench 2024 demonstrated how crucial targeted customer journey management is for business success—regardless of the industry. The complexity spans from internal organization and technical requirements to the growing importance of data-driven

insights. The cross-industry exchange provided participants with solutions that address both strategic and operational levels, highlighting the role of the right tools for successful implementation. All participants agreed: companies that invest in suitable journey manage-

ment solutions not only create smoother customer processes but also make sustainable investments in efficiency and customer loyalty.



About

cxomni is the leading customer journey management platform for aggregating and normalizing all CX data along the customer journey. With cxomni, customer-focused companies can identify relevant customer insights more quickly, visualize them in the context of the journey, and orchestrate needs and requirements for stakeholders.

Wavestone is a global consulting firm specializing in strategic transformations. Wavestone offers a 360° portfolio of high-quality consulting services, combining top-tier industry knowledge with a broad range of cross-sector expertise.

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

[Contact us](#)

The screenshot shows the cxomni software interface on a laptop. The interface is divided into two main sections. The left section shows a meeting overview for 'Meeting mit Christian Peksen' in February 2024, with a calendar view. The right section shows a meeting overview for 'Meeting-Overview' with a list of meeting times and a 'Bitte geschätzte Uhrzeit eingeben' (Please enter estimated time) field.

Imprint

Herausgeber: cxomni GmbH, Konrad-Zuse-Platz 8, 81829 München
info@cxomni.net | Tel +49-89-2070 42-986 | www.cxomni.net

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