CUSTOMER JOURNEY

- Integrating Multiple Data Sources:

  Every touchpoint across the customer journey generates data that can be collected and analyzed. A customer analytics tool should be able to integrate the customer service data that logged the customer's complaint ticket with the subscriber data that tells the NYT that a current print customer, who is also a potential digital customer has an issue. This type of data integration is a challenging process that can be accomplished with a shard key + columnar database. As long as there is one common identifier, the analytics tool with these capabilities can add it as columns to the same table.

- Tracking User ID Across Channels:

  Customer journey analytics are useless without a unified ID that tracks the same user across channels and devices. The NYT should have an ID of their print subscriber that matches the ID of the same digital user. If they don't, they'll never understand why that customer canceled both offline and online. Beyond tracking your current customer across products, a common ID enables publishers to see where their traffic comes from, whether it's through an ad, customer service, social media or organic search.

- Analyzing Data Quickly:

  If the customer complaint came during the digital promo period, the NYT has less than a day or two to make it right before they lose the customer forever. The data must be accessible in real time. When you are ingesting lots of data from different sources, high latency is often an issue. A customer analytics tool should analyze data and answer questions within seconds to give the team time to react and take action.

- Empowering Collaboration:

  A complaint from a customer can involve several departments including customer service, marketing, and sales. If a customer has an offline problem while the company is trying to convert them to an online product, it takes a collaborative effort across departments to make the sale. Customer journey analytics should be accessible to all departments via a shared interface. Every stakeholder can quickly get the insights and answers they need when they need them.

With the right customer insights, The New York Times could quickly connect the dots between the offline and online interactions and reach out to the customer to solve the issue, turning a potential loss into an upsell opportunity.

Customer journey insights are worth the effort

With strong analytics (like those we are building here at Scuba) publishers like the New York Times can become masters of the user experience seamlessly weaving their content into their customers' lives exactly when they need it.