**PROJECT DESIGN PHASE II**

**Customer Journey**

**Team ID :**

**Project Name** :

**Customer Journey :**

Customer journey analytics is the process of analyzing the entrie customer journey through customer data points, then strategizing ways to improve the overall customer experience.

Customer journey analytics is a holistics process that makes customer journeys measurable and helps you identify insights and actions to delights and retain your customers.

**Examples :**

Customer journey analytics makes it possible to analyze the path customers take to resolve customer queries. Some insights derived from this analysis might include what types of issues can be resolved by self – services channels and which one human interference.

Customer journey analytics can help you identify channel-specific insights to improve the customer experience. For example, this insight could indicate that you need to rethink parts of your mobile experience.

**Benefits of customer journey analytics :**

* Measuring the ROI on CX initiatives.
* Improving the customer experience.
* Reducing customer churn.
* Boosting revenue.