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Piaggio et al.

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(54) **CUSTOMER JOURNEY MANAGEMENT**

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(58) **Field of Classification Search**

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See application file for complete search history.

(56) **References Cited**

U.S. PATENT DOCUMENTS

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(57) **ABSTRACT**

Systems and methods of managing customer journeys are implemented using one or more processors in a computing system. Each journey may comprise a succession of interactions at interaction points such as telephone conversations, responses to an interactive voice response “IVR” system and viewing a web page. Customer journey scores are determined for customers at one or more interaction points along the customer journey and the customer journey score is used to determine whether and when an intervention should take place. Models for determining customer journey scores may be created for a set of customers based on one or both of subjective and objective data relating to a subset of the set of customers that have made some or part of the journey, e.g. customers that have responded to polls. An intervention may take place during the journey or after completion of the journey.

25 Claims, 8 Drawing Sheets

