

JOURNEY MAPPING THE
WORLD'S MOST EMPATHETIC
CUSTOMER EXPERIENCES



Inspire Journey:

Built by the world's most trusted customer communications management provider, *Inspire Journey* is the only sophisticated, CCM-connected customer journey mapping solution behind exceptional CX.

Design exceptional customer journeys, elevate experiences

Inspire Journey is the only cloud-based journey mapping solution powerful enough leverage all data into actionable CX insights for the meaningful customer communications transformation projects that create customer-first experiences.

Gone are the days when one-size-fits-all customer journeys drive value. The benchmark is raised and organisations risk of losing customers – not on price or product, but on their experiences. To compete, enterprises must meet the new threshold of empathetic, personalised, omnichannel experiences.

Today every interaction a customer has with your organisation is an opportunity to delight or disappoint. You must engineer customer-first experiences delivering valuable communications at each touchpoint. But analysts like Omdia, Gartner, Aspire and Forrester agree that most businesses are not equipped to deliver on these expectations.

Enterprises must go beyond mission statements and achieve true cultural transformation. With Inspire Journey, you can.

Inspire Journey puts your customers at the heart of your organisation and empower CX advocates with a deep, enterprise-wide understanding of business impacts tied to every interaction letting them design the exceptional experiences that jump-start your path to total CX transformation.



BACKED BY THE EXPERTS
Gartner, Omdia, Forrester, IDC, Aspire, and Quadrant Knowledge Solutions



EXPERIENCE
A rich history of world-class leadership



PROVEN RESULTS
97% customer satisfaction rate



EXPERTISE
Over 1 trillion personalised experiences delivered



ONE IN THREE CUSTOMERS WILL WALK AWAY FROM A BRAND AFTER ONE POOR EXPERIENCE, AND 90% WOULD LEAVE AFTER TWO TO FIVE POOR EXPERIENCES.

— SAS



CUSTOMER LIFETIME VALUE INCREASES BY 1.6X FOR CX-FOCUSED COMPANIES.

— Forrester

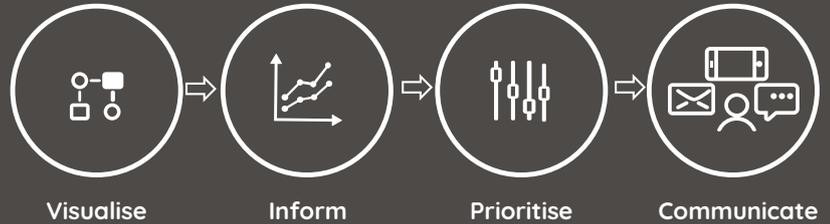


CUSTOMER EXPERIENCE HAS NEVER BEEN MORE IMPORTANT. LEADING ORGANISATIONS ARE REIMAGINING THEIR JOURNEYS TO EARN CUSTOMERS' LOYALTIES. WE LOVE INSPIRE JOURNEY BECAUSE IT'S THE ONLY SUITE ON THE MARKETPLACE THAT LETS CX EXPERTS DOCUMENT, DESIGN, AND IMPLEMENT THESE NEW JOURNEYS.

— Jim Tincher, Mapper-In-Chief, Heart of the Customer

INSPIRE JOURNEY KEY CAPABILITIES

Inspire Journey is built with superior mapping and data and communications integration capabilities that work together to leverage insights into actionable, exceptional customer experience.



Visualise

Inform

Prioritise

Communicate

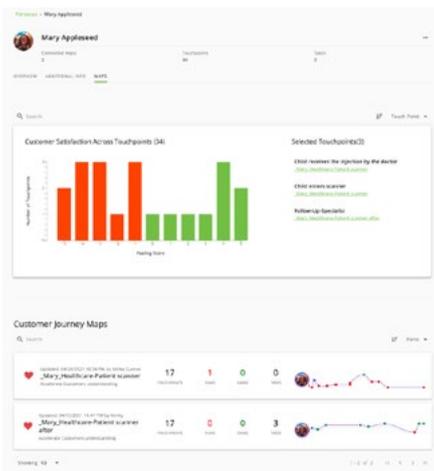
YOUR PATH TO CUSTOMER-FIRST CX TRANSFORMATION



Visualise

DEEPEN EMPATHY WITH LIVING, BREATHING CUSTOMER DASHBOARDS

Comprehensive visualisation lets every employee experience a journey as a customer does, linking each touchpoint of the lifecycle in a global map. Cutting edge collaborative design and dynamic mapping tools enable remote collaboration and feedback across your entire enterprise.



Inform

LEVERAGE DATA FOR SCIENTIFIC INSIGHTS

Inspire journey is the only journey mapping solution that integrates all data directly into maps letting you inform your entire organisation's understanding of the customer journey with facts, not opinion. Dynamically connect to every interaction point for accurate insights into persona pains and gains and add real-time KPI across all channels to measure value.

Prioritise

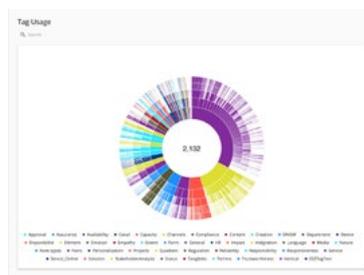
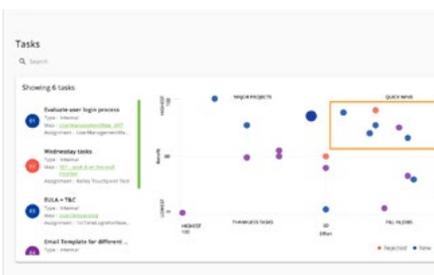
IDENTIFY THE RIGHT ACTIONS AT THE RIGHT MOMENT

Inspire Journey's interactive tools maximise ROI by letting you identify critical touchpoints and prioritise the most impactful improvements for your transformation strategy.

Communicate

DRIVE VALUE WITH COMMUNICATIONS

Link CX insight with impactful communications action by integrating with CCM platforms like Inspire Flex and Evolve. By integrating communications into every touchpoint, you can optimise the design and delivery of omnichannel communications to delight your customers.



TRANSFORM YOUR CX, ONE OPTIMISED CONNECTION AT A TIME

As the only customer journey management solution recognised by analysts to integrate communication touchpoints with your customers, Inspire Journey gives you unrivalled insights into the business impacts of your customer communications and powers transformative CX improvements.



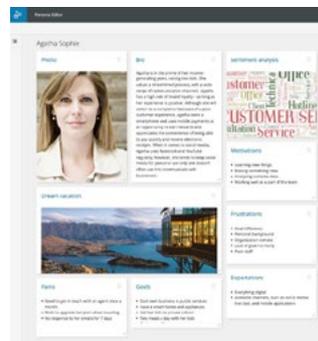
WITH INSPIRE JOURNEY YOU CAN:

CREATE VALUE, CONNECT COMMUNICATIONS



As the only CCM-ready journey mapping solution recognised by analysts to highlight customer communication touchpoints, Inspire Journey gives you unrivalled insights into how communications impact the overall customer experience and the power to enact rapid organisational change to ensure your communications provide value at every moment that matters.

FOCUS ON THE CUSTOMER, NOT THE CHANNEL



Inspire Journey is the only cloud-based journey mapping tool that incorporates digital and physical touchpoints into journey maps, allowing you to visualise the whole experience, see customer communications and measure their feedback across every channel and silo.

UNLOCK DATA, EMPOWER ACTION



Inspire Journey integrates all data, unlocking its power to guide decisioning guided from accurate visualisations of customer journeys and personas in which your specialists can identify fact-based pains and potential gains across all channels and prioritise the CX optimisation projects that drive the most value.

ACHIEVE CUSTOMER-FIRST TRANSFORMATION



Embed the CX culture across your organisation by bringing customers' experiences to life in every desk in your organisation with real-time KPI data that dynamically measures the business impact of every user's action - creating CX champions and customer-centric culture.



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\$1.6 TRILLION

Is lost each year due to poor customer service.

— Hubspot



ELEVATE EXPERIENCES, OPTIMISE MOMENTS THAT MATTER

- EMPOWER CX ADVOCATES
- ENHANCE EMPLOYEE EXPERIENCE
- PRIORITISE THE PROJECTS THAT CREATE EXCEPTIONAL EXPERIENCES
- MEASURE KEY EXPERIENCE INDICATORS
- LEVERAGE DATA TO OPTIMISE EACH CRITICAL COMMUNICATION
- IMPROVE BUSINESS OUTCOMES
- ACHIEVE CUSTOMER-FIRST TRANSFORMATION
- DEMONSTRATE ROI
- DRIVE LOYALTY, DRIVE VALUE



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87% of senior business leaders in the US and UK see CX as their top-growth engine but only 1 in 3 feel prepared to address it.

—North Highland

quadi⁷ent
Because connections matter.

About Quadi⁷ent®

Quadi⁷ent is the driving force behind the world's most meaningful customer experiences. By focusing on Intelligent Communication Automation, Parcel Locker Solutions and Mail-Related Solutions, Quadi⁷ent helps hundreds of thousands of customers worldwide simplify the connection between people and what matters. For more information about Quadi⁷ent, visit www.quadi⁷ent.com/en-GB.