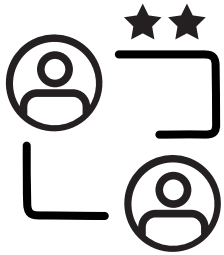


Inspire Journey



Inspire Journey is an intuitive cloud-based mapping solution that lets you visualize your customer’s journeys in living dashboards. Superior data integration capabilities let users display enterprise-wide data in real time to identify, and prioritize, opportunities that enhance customer experience. Inspire Journey is the only mapping solution that connects communications to every touchpoint, letting you transform your organization’s relationship with customers with optimized experiences that build loyalty.

KEY BENEFITS

Empower your experts to act

Give your CX team the tools to prioritize the right projects and deliver rapid results, enabling design thinking and the collaborative co-design of new journeys as well as empowering them to improve all customer experiences across your organization.

Integrate and enhance your customer data

Embed real-time data into your maps to identify areas that may need improvement, and enhance your existing customer data.

Focus on communications

Inspire Journey is recognized by analysts as the only customer journey solution to focus on the experience created by your communications.

Transform experiences quickly

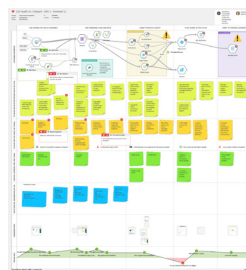
With no implementation lead times, you can begin your own customer experience transformation journey in hours.

INSPIRE JOURNEY LETS YOU:

- Visualize customer journeys
- Unlock the power of data for insight and action
- Identify opportunities for transformational projects
- Connect every touchpoint to CX-optimized communications
- Measure key experience indicators
- Improve business outcomes

HOW DOES IT WORK?

Inspire Journey contains powerful mapping, data and communications integration capabilities that work together to leverage insights into actionable customer experience strategies drive results.



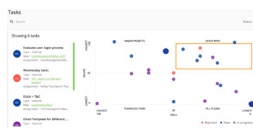
Visualize

Inspire Journey offers superior visualization capabilities, letting you quickly understand critical customer journeys against key personas. KPIs embedded within dynamic maps show accurate customer lifecycle paths in global maps. The professional results can be shared across the organization, with social commenting tools allowing every employee to suggest amendments and improvements as journeys change.



Inform

Inspire Journey’s advanced data integration capabilities bring science to the CX practice by adding customer data to every touchpoint in the map. This data offers facts, not opinions, into pains and gains and shows real opportunities for change. Insights are easily shared across every desk, arming your entire workforce with CX information that drives value.



Prioritize

With Inspire Journey’s interactive tools, highlighting priority tasks — those with the greatest opportunity to enhance customer experiences — is simple and effective. And, you can easily track and manage the progress of all of your CX insights from one platform.



Communicate

Empower the CX team to convert their understanding of customer preferences into measurable CX results by integrating with customer communications platforms, meeting your customers how and where they want with content that matters to them.

KEY CAPABILITIES

INTUITIVE MAPPING

- Simple, intuitive interface accessed from your web browser.
- Designed and built for CX professionals, not just technical experts.
- Pre-built swim lanes for customer emotion and communications.
- Manage your customers' whole lifecycle by linking multiple journeys together into global maps.

ADVANCED DRAWING TOOLS

- Create professional maps with advanced capabilities including Bezier curved arrows, adjustable touchpoint and path sizes, icons, text captions, automatically generated thumbnails, background images, and many more.

DRIVE VALUE WITH COMMUNICATIONS

- Leverage powerful data integration to prioritize communications projects that add the most value for customers.
- Quickly link CX intelligence to CX action with enhanced customer communications optimized by CX insights.
- Orchestrate rapid optimization of communications templates regardless of the channel.
- Assess and enhance the true value of a communication with real time customer feedback.
- Add new interaction into touchpoints to align with customer preferences.

BREAK INTERNAL SILOS

- Collaborate on maps across departments and locations.
- Comment on changes and suggest improvements to colleagues.
- Automatically notify change recipients via email.
- Make available across your organization using single sign-on authentication.

EXPORT YOUR JOURNEY MAPS

- Export maps and accompanying documentation as PDFs.
- Export all data in XLS format.

CENTRALIZED REPOSITORY ENHANCES DATA

- Surface data from core systems and operational applications.
- Build persona profiles to guide decisions.
- Store all gathered data within the cloud or in your own datacentre.
- Automatically attach historic data to personas as soon as they are identifiable.
- Data repository surfaces qualitative content into the maps.
- Clean interface for backend apps to push data to CJM, letting data be reused multiple times in multiple maps.
- View different data sets within every map to see information per cohort, per brand, per region, per period of time, etc.

MANAGE YOUR EXPERIENCE IN ONE PLACE

- Define and manage your directory of personas.
- Create a full atlas of journey maps.

SUPERIOR DATA INTEGRATION

- Integrate data into your journey maps with Microsoft PowerBI.
- Use Rest APIs to inject data components to display your KPIs.
- Let data drive your journey maps by altering path sizes, emotion scores, and more.
- Track CX tasks across multiple Jira projects, in one location.

PROJECT INCEPTION AND PRIORITIZATION

- Brainstorm using pre-built presentation-friendly diagrams.
- Prioritize projects and tasks quickly based on the impact to the customer.
- Sort and filter to compare impacts on individual personas.

CONTROL COMMUNICATIONS WITHIN THE JOURNEY

- Integrate with Inspire Flex, enabling communication experiences across a wide range of channels.

COMPLIANCE AND SECURITY CERTIFICATIONS

- SOC2 Type II, ISO 27001, ISO 27017, ISO 27018, HITRUST v9.1
- GDPR, HIPAA, PDPA, and OWASP SAMM compliant
- Cloud Security Alliance member

SUPPORT AND TRAINING

- 24x7 global support
- Formal customer training and certification.
- Engage with peers in our secure customer forum, The Quad, and at Quadient Inspire Days.

PROFESSIONAL SERVICES

- Get expert assistance from Quadient's extensive global professional services team of to create faster results for your business.



About Quadient®

Quadient is the driving force behind the world's most meaningful customer experiences. By focusing on Customer Experience Management, Business Process Automation, Mail-related Solutions, and Parcel Locker Solutions, Quadient helps hundreds of thousands of customers worldwide simplify the connection between people and what matters. For more information about Quadient, visit quadient.com.