CUSTOMER JOURNEY ANALYTICS

OnviSource

OnviSource Customer Journey Analytics is designed to empower businesses with **actionable insights** into their customers' experiences across multiple touchpoints and channels **before, during and after service.**

By harnessing AI-enabled multichannel data capture and management, advanced interaction and data analytics, robotic process automation, customer surveys and survey analytics, our Customer Journey Analytics Solution (CJA) enables organizations to **optimize and automate their customer interactions, improve customer experiences, and drive business growth**.

By analyzing customer interactions at every touchpoint - before, during, and after service - your company can **gain valuable insights into customer experiences as well as the performance of all agents, employees, and systems** engaged throughout the customer journey.

EXCELLENCE REQUIRES MORE THAN IMPROVEMENT

OnviSource Customer Journey Analytics is the analytics solution for businesses seeking to gain a competitive edge in today's customer-centric world.

By providing deep insights into customer behavior and preferences, the solution enables organizations to deliver exceptional customer experiences, foster long-lasting relationships, and drive sustainable business growth.

Analyzing customer interactions throughout EVERY touchpoint

Intelligent Call Routing

Call & Screen Recording

Workforce Optimization Analytics

4CX Management Analytics

Agent Performance Augmentation

Agent Engagement & Performance Management

Service Fulfillment Automation

Customer Survey

Customer Satisfaction Scoring

Customer Journey Analytics

Before service

Intelligent call routing will ensure that you connect your customers to the right service centers and avoid frustrating transfers.

During service

During the service, tools such as call recording, screen capture, multichannel interaction analytics, and agent performance improvement and augmentation are used to improve CX.

After service

After the service, automation of the service fulfillment process can expedite the delivery and accuracy of service followed by customer surveys and survey analytics to discover each customer's ultimate experience throughout their entire journey.

The Business Value of Customer Journey Analytics

- Enhance customer experience by understanding and addressing customer pain points.
- Increase customer satisfaction, loyalty, and lifetime value.
- Optimize marketing campaigns and product offerings based on customer preferences
- and behavior.
- Drive revenue growth by identifying opportunities for upselling and cross-selling.
- Improve operational efficiency by streamlining processes and reducing customer churn.