



Customer Journey

Increase revenue by 80% with
user experience and big data



What is a Customer Journey?

A Customer Journey is the map of the **path that a user travels along the different points of contact and interrelation with brands** using different digital channels.

Define an omnichannel strategy through the creation of cross-channel journeys. **The unique identifier per user**, implemented by indigitalall, allows maximum personalization of communication: **sending a relevant message to the right person, at the best time through the optimal channel.**





Improve the user experience and increase their satisfaction



Customers are likely to spend 140% more after a positive experience.

Source: Deloitte

Analyze past behavior and have rigorous knowledge of the current market



Predict future behavior to make appropriate decisions (logistics, purchasing, etc.) to save costs and gain profitability.



indigitall customers work with a **cross-channel solution** that allows them to create a customer journey from any digital channel and then, **orchestrate an omnichannel strategy** through the different channels according to the behavior of each user with the aim of creating a **unique and personalized experience**.



A flexible and powerful omnichannel platform

indigitall is
the only solution
in the world that
includes all inbound
and outbound digital
channels integrated
into a single platform
for quick integration
and easy use.



Create a human and personalized connection



Customize your messages with each client according to the variables of their profile and the detailed information obtained with their behavior on the app and web.

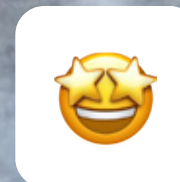
Analyze and know the customer better and you will be able to send relevant messages with a higher success rate.

Optimize the user experience, increase your satisfaction and achieve **a higher conversion rate.**



Interact with the audience by creating cross-channel journeys after certain events and automate your communications -immediate and scheduled- taking into account:

- ✓ Physical Spaces
- ✓ Phone Calls
- ✓ Digital Interactions (Web, App, Social Media, WhatsApp ...)



How to create a Journey?

indigitall has developed an **intuitive tool** for you to quickly elaborate the **communication flows of your organization** through touchpoints that are easily added and removed.

In this way, we offer the creation of cross-channel journeys with a **simplified and attractive design** for constant updating and presentation of data.

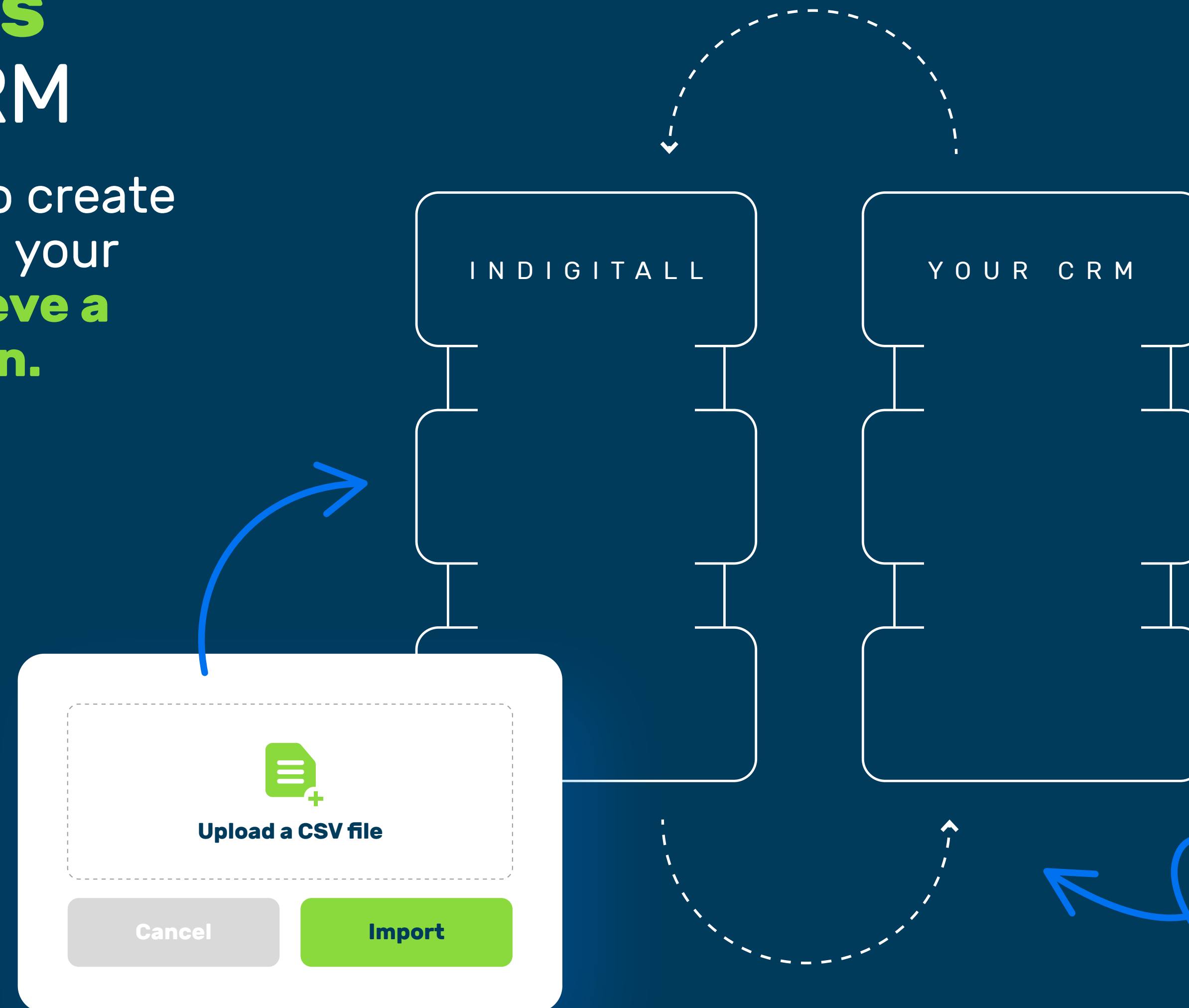


How it syncs with your CRM

We have a module to create the existing fields in your CRM and thus **achieve a perfect integration.**

Data loading

The first step is the initial loading of data **by uploading a file in CSV format into our platform.**



Automatic synchronization

Once this first data load is done, every time there is a new user or data update in your CRM, **an automatic synchronization will be carried out on our platform** thus avoiding any erroneous duplication.

Customer Journey **Features**

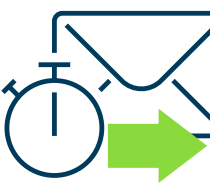
For the creation of the Customer Journey, indigitall offers **practical management modules for the elaboration and sending of the message**. We want you to have a complete analysis of user behavior in an omnichannel environment (physical spaces, phone calls and digital interactions) so you can draw up a more effective and profitable strategy.

01 

FILTER. Choose profile characteristics of the user which are suitable for certain objectives.

02 

RETARGETING. Drive sales through the remembrance and incentives to buy after an abandoned cart. Multiply x25 the success of your campaigns! (Source: indigitall for Retail)

03 

DELAY. Schedule your messages following your strategy or attending to past behaviors: immediately after the click or after a period of time to choose (hours/days/weeks/months/years).

04 

PUSH EVENTS. Taking decisions based on events (click on a push notification).

05 

RANDOM PATHS. Set different journeys for the same objective in order to multiply the options according to different types of behavior or profiles.

06 

WEBHOOK. Customize your messages based on events to communicate with the users immediately on their favorite channel.

Big Data and the key predictions of the future

Establishing appropriate cross-channel journeys (with all digital channels) is essential **to establish a personalized communication channel for each user.**

We know that marketing results prevail so we have developed a **powerful analytical tool that allows full access to data in real time.**



Simplified data analysis

We have prioritized having the **largest amount of data, obtained on the app and web, in a simplified and intelligent way.**

As a differentiating element from the rest of the options on the market, indigitall offers **a holistic vision at the temporal level** (past, present and future) **and at the level of detail** for each communication.



A tool with multiple benefits

The Customer Journey **enhances the commercial actions of the organization**, attending to the improvement of communication channels and **making the right decisions** in other areas (logistics, purchases, etc.) **predicting the future behavior of the market.**

indigitall's intelligent analytics provides:

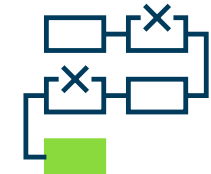


**59% OF
B2B SALES**
will occur in
digital channels
by 2023

Source: Gartner

01 

Results of
campaigns /
events (clicks,
opening of
messages, visits,
purchases ...).

02 

Comparative
analysis of
different
customer
journey
options.

03 

General
behavior
parameters.

04 

Global and
detailed
analysis of
past and
present
actions.

05 

Global and
detailed
prediction
of future
actions.

Case Studies

The Customer Journey is **unique for each organization and one of the pillars on which its business success is based**. Even so, there are practical cases frequently used in most sectors and that are decisive to **attract, communicate and retain** users:

01

Service registration

Welcome the new user to have a feeling of exclusive belonging to a community with benefits and a commitment to transparency and guarantee with the processing of their data.

02

Product purchase

Inform the customer of each step of the purchase process (payment made, shipping, delivery, returns). Customer confidence is key to the realization of the purchase.

03

Events

Send messages to specific events taking into account physical spaces, phone calls and interactions through any incoming and outgoing digital channel.

04

Calendar

Dates are the driving force behind a large part of marketing actions, either for specific anniversaries (birthdays, holidays, etc.) or for established events (sales season, back to school, Christmas, etc.).

05

Retargeting

The recovery of abandoned carts is critical to increase purchases. Improve the communication at the weakest points of the process.

06

Random Paths

Establish different cross-channel journeys according to the different characteristics, interests and behavior of users.



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