

ENGAGE

ENABLE

ACCELERATE

The Agile Customer Journey

**Launch Quickly, Get Real Results,
and Improve Over Time**



www.korcomptenz.com





Customer Journeys are an emerging trend in the marketing technology industry that promise superior results and reduced costs through a combination of more personalized, consistent engagement with customers and prospects, and improved automation.

THE NUMBERS ARE STAGGERING



SIX REASONS FOR CUSTOMER JOURNEYS



Getting started can be difficult, however. Less than 40% of companies have implemented methodologies to understand their customer journeys, much less launched a robust campaign. This is compounded by the potential number of systems and data-points involved, leading to a desire to move forward potentially paralyzed by endless analysis.

At KORCOMPTEZ, we believe there is a better way: **The Agile Customer Journey.**



UNDERSTANDING THE SYSTEMS

One of the biggest challenges organizations face is separating the required platforms from the desired state. In a perfect world, a data warehouse feeds visualized business intelligence to data scientists for ultimate consumption by marketing strategists. An enterprise Customer Relationship Management system tracks every customer interaction online and offline, updating a Marketing Automation platform perfectly integrated with your website Content Management System. The whole affair is overseen by advanced artificial intelligence and machine learning that identifies trends mere humans can't, and makes adjustments 24 hours a day.



WEB CONTENT MANAGEMENT SYSTEM

Manages all web content, forms, and other assets with the potential to personalize content in real time



BUSINESS INTELLIGENCE APPLICATION

Visualization and reporting tools leveraging historical data and with the ability to predict future trends



ERP + DATA WAREHOUSE

Repository for all customer, sales, and marketing data



CUSTOMER RELATIONSHIP MANAGEMENT PLATFORM

Primary platform to manage all current customer data across sales, service, and marketing



MARKETING AUTOMATION PLATFORM

Marketing application that supports a combination of email, text message, print, and social advertising with real time automation and personalization

Back in the real world, however, many organizations are just getting started fine-tuning these systems, the platforms may only be partially in place or non-existent, the data is imperfect, and we're not ready to turn over control to a robot we've barely met. There's also that pesky little budget to worry about as a full enterprise system and the implementation can easily top six figures.



WHAT YOU REALLY NEED



Once you accept that reality remains a few steps short of perfection, you can start isolating the core components from the idealized stack. We begin by asking what we're really trying to accomplish. Can we reduce the complexities of a journey down to a simple statement? We believe the answer is **yes**.



We need to collect information from customers and prospects, and follow up with them regularly, in a personalized manner, based on those data points

If we want to get slightly more sophisticated, we can add the following:



We would also like to include targeted triggers for important interactions like abandoning a shopping cart, sending a reminder that it's time to reorder, showcasing related products/services of possible interest, or maybe simply a birthday greeting

In either case, the more streamlined definitions allow us to greatly reduce the number of systems and associated complexity, introducing a lot more options – including some that are open source, can be configured entirely online, and used without a fee.

Yes, you read that correctly: You can get started today and have your initial campaigns up and running, quickly, efficiently, and effectively.

KEY SYSTEMS REQUIRED

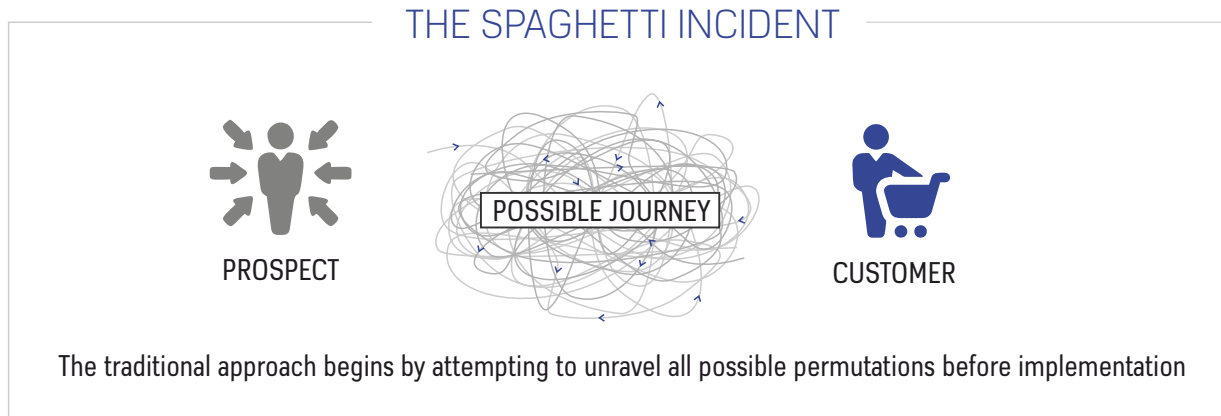


Open Source solutions are available to reduce costs and complexities even further.



WHAT ABOUT THE STRATEGY?

Of course, there's also a strategic component including the design of the journey, and the supporting collateral and content. To develop those materials, however, organizations are often left looking at their customer base, trying to find a continuous thread to unspool into the perfect understanding of every touch point. The end-result is the world's most tangled ball of yarn and a list of assets a mile long. We call this mapping madness, as illustrated in the image below.



Fortunately, a little agility and common sense goes a long way to accelerating your success:



Don't worry about identifying every possible scenario in the early phases; target your highest value customers and prospects, and make some assumptions that you can refine and tweak over time



Make every effort to ensure your assets are reusable and applicable to a broader audience; a little personalization can go a long way, there's no need to write custom messaging for each and every customer

Remember, one of the biggest benefits of the journey approach is the ability to generate the reports you need to make improvements over time. Rather than wallowing in the sticky complexities for days on end, get your campaign up and running, report, and improve. This way you will see results and have the data you need to plan for the future.



DON'T FORGET TO GENERATE DEMAND

One more thing before we wrap up: Don't assume that if you build it they will come. If you're targeting new prospects, you are going to need to generate demand through search and social channels. While you don't need to mortgage your house on Google's behalf, the launch of your customer journeys should coincide with campaigns to attract the right customer base. You can always start small and expand once you start seeing success and generating more revenue.



Top Ways to Generate Targeted Demand



Search Engine Marketing



Social Media Advertising



Remarketing



Email + Digital Messaging

WHAT DOES IT MEAN TO BE AGILE?

The word agile gets used often in marketing and technology. Everyone seems to know that it means, and yet it's usually left undefined or relegated to some obscure methodology that is rarely adhered to. We believe it begins by changing your approach in three key ways.





REDEFINING THE CUSTOMER JOURNEY

In conclusion, we'd like to complete the redefinition of the Agile Customer Journey. Building on the previous statements, here are the key components you need to address for success:



Marketing Campaign



Website



Sign-up



Automated Follow-up



WE'RE HERE TO HELP

KORCOMPTENZ is your total technology transformation partner, helping you engage your customers and prospects, enable your business, and accelerate your results. Request a consultation to learn more about our web and marketing technology services, business management solutions, mobile apps and custom development, and infrastructure management services.

[Request a Consultation](#) →



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