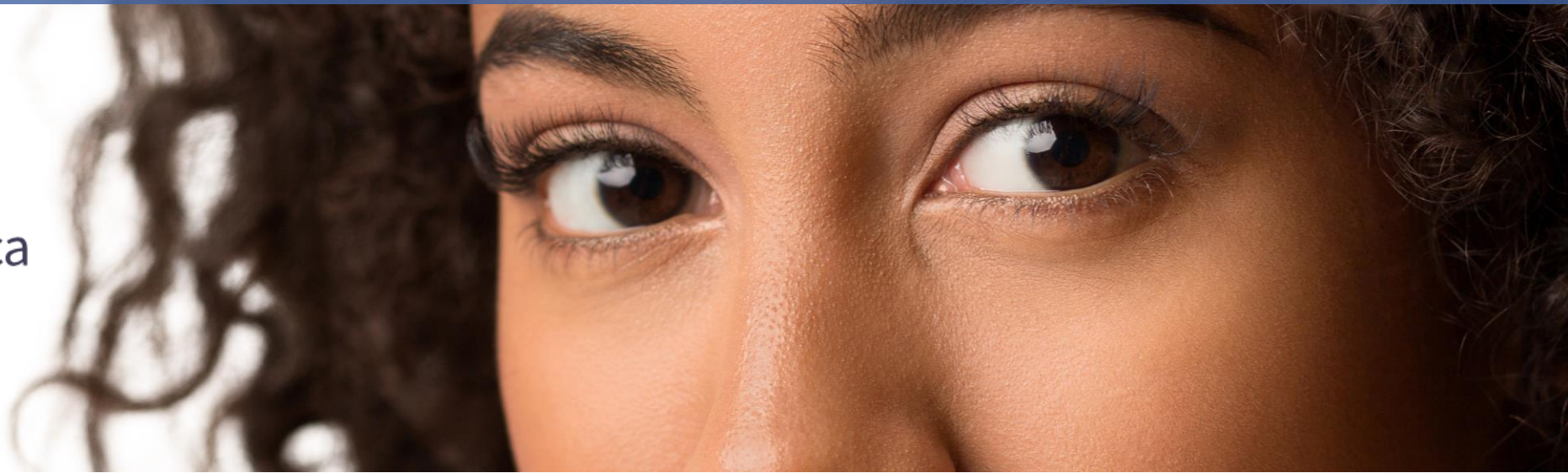# Journey Maps Aren't Enough: Unleashing CX Potential with the Journey Management and Orchestration Framework

Elevate your CX ROI and discover the untapped potential of customer journeys with journey management and orchestration.

An McorpCX Lessons Learned Webinar

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Introducing your hosts for today...

Diane Magers, CCXP
CEO Experience Catalysts & Emeritus Chair of CXPA

One of the most highly regarded CX experts globally, leading CX for and advising major brands on their CX programs for over 25 years.

Taylor Fitzpatrick, MBA
Experience Management, McorpCX

With 15 years experience, Taylor drives organizational success by developing data-driven experience optimization programs.

Pavlina Bergan, CCXP
Director of Consultancy and Operations, Cemantica

Serving for more than two decades as a change management consultant, Pavlina specializes in large-scale CX digital transformation.

Graham Clark
Vice President of Market Development, McorpCX

36 years in experience transformation of multichannel digital first experiences including the growing AI/ML experience impact movement since 2000.

Today we will…Discuss how to move from journey mapping to management, See how to leverage technology to demonstrate ROI, and Hear from (and talk to!) our Journey Management and Orchestration practitioners

We know it's critical to make the most of the work you do…

20% of CX programs at risk[1]

Leaders and teams are disappearing because they are unable to tie their efforts to business impact

54% are struggling with ROI[1]

Many CX teams lack traceability to prove their efforts are worth the investments

86% of customers will leave[2]

If they have a poor experience at any touchpoint, customers won't hesitate to move on

1) Forrester: Customer Experience Teams In 2023 Thrive Or Wither 2) Shep Hyken: 2023 Achieving Customer Amazement Study

It starts with the considerable power of journey mapping.

Journey maps help cross-functional teams rally around customers:

- Their expectations, across the journey
- The experiences they have
- Their wants and needs
- Specific pain points and challenges
- What they say they think and do... and what they actually do

But journey mapping alone won't improve experience, or drive value and ROI. That requires coordinated insights, and actions.
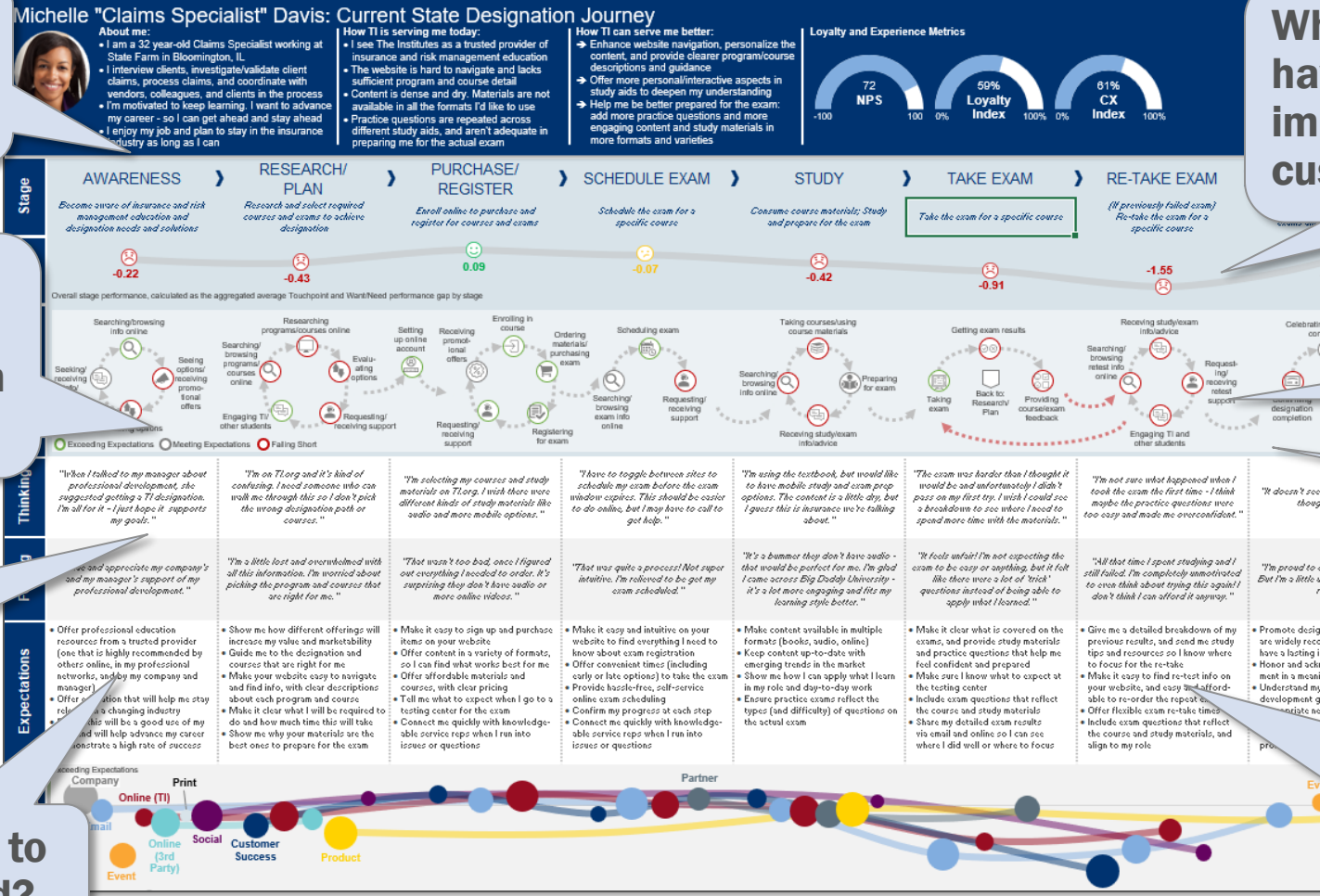
Why many CX practitioners are embracing journey management and orchestration; to coordinate insights, and actions

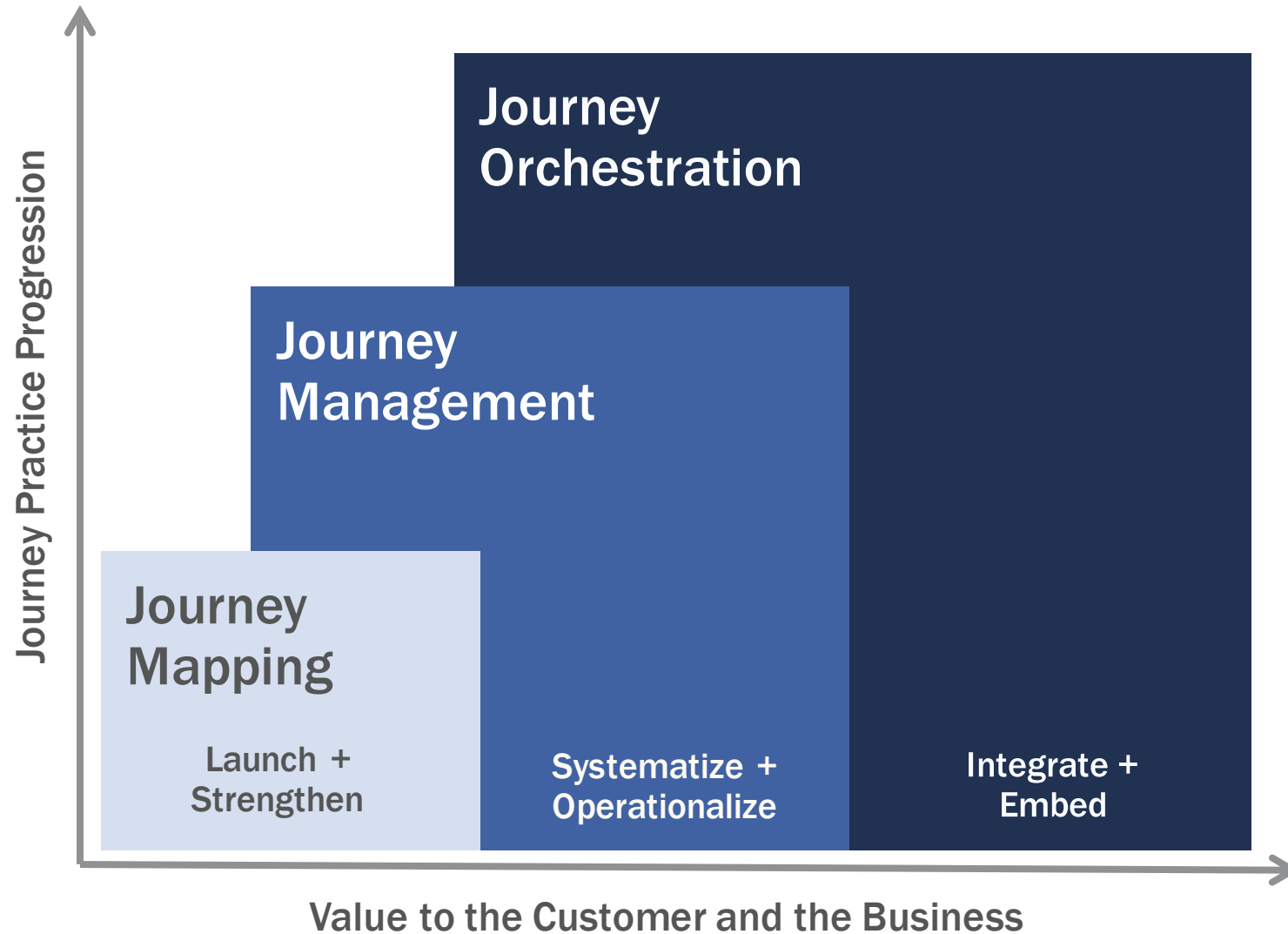| Moving From:	Moving To:
One-Off Mapping Efforts	'Business as Usual' Mapping
Intensive, large-scale efforts	Fast, Agile, Actionable Insights
Used in Functional Silos	Used Across the Organization
Journey Mapping	Journey Management (and Analytics)
Regularly Improving Journeys	Optimizing Journeys (in Real Time)
Soft Value Metrics (NPS, CES, CSAT)	Defensible ROI (Revenue, Cost Reduction)
Driving Understanding	Driving Activation

Delivering greater value as your practice progresses, with the Journey Management and Orchestration Framework

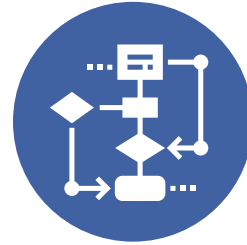**Journey Orchestration**

Journey Management

Journey Mapping

Launch + Strengthen

Systematize + Operationalize

Integrate + Embed

Journey Practice Progression (vertical axis)

Value to the Customer and the Business (horizontal axis)

Building new capabilities, as you leverage existing capabilities

Journey Mapping

Personas	Journey Maps
Human Centered Design	Voice-of-Customer Research
Ad-Hoc Approach	Digitized Assets

Journey Management

Experience Strategy	Capability Maturity
Operating Model	Journey Management
Experience/ Service Design	Organizational Change Management

Journey Orchestration

AI/ML	Journey Analytics
Journey Orchestration	Journey Optimization
Automation	Live Experimentation

Today we will…Discuss how to move from journey mapping to management, See how to leverage technology to demonstrate ROI, and Hear from (and talk to!) our Journey Management and Orchestration practitioners

The right tools matter: The best way to move from journey mapping to journey management is to leverage technology.

Infuse maps with real-time data

We're going to share a quick Cemantica demo...a tool that can help you make this shift.

Measure your success!

Share and standardize maps

Prioritize solutions to action

Identify high value opportunities

cemantica

Build your business case

Today we will… Discuss how to pivot from journey mapping to management, See how to leverage technology to demonstrate ROI, and **Hear from (and talk to!) our Journey Management and Orchestration practitioners**

Continuing the conversation! Let's chat….

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Development, McorpCX

Our Panel

Your Moderator

A few things you can start doing tomorrow. [Hint: Start where you are and build a foundation for the future].

Journey Mapping

Identify a Quick Win

Be sure to use data to articulate the customer and business value to connect ROI

Journey Management

Evaluate Journey Tools

Designed by those who have faced these challenges too, these tools can help you progress

Journey Orchestration

Prioritize Your Portfolio

Not all journeys are equal. Build a hierarchy of importance + inter-journey connections

Thanks for joining!

Don't forget to check your email for:

- Journey Mapping 3.0 Whitepaper
- Extended free trail of Cemantica (coupon code: July23-Webinar)
- Journey Mapping Toolkit

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Join us for the next webinar in our Series

Demystify AI/ML Journey Orchestration

Outpace the competition and start your AI/ML Journey Orchestration Strategy

Wednesday Sept 20, 2023, 10am PT, 1pm ET

www.mcorpcx.com/transform-your-customer-journey-with-ai

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