

# How to Build Great Customer Journeys

## Make Each Touchpoint a Meaningful Experience

Context is at the center of customer interactions.

Creating a smooth customer journey is only possible if employees have the context they need to make each touchpoint with clients positive. Establishing such pathways requires that companies go on a journey of their own to refine processes.

### The Journey's Start

A business' effort to establish an exceptional customer experience begins by converging disparate data sets so every customer-facing unit has a complete picture of the customer when they need it.



### Crossing Boundaries

Clear internal communication and process standardization are necessary to overcome longstanding boundaries between business units.



### Gaining Momentum

With data and processes coordinated across the business, organizations can begin to give employees context around their interactions with customers.



### Climbing the Proverbial Wall

Most journeys have some sort of great barrier that must be crossed. Inconsistency is the barrier to customer journeys. Getting different answers to the same question can frustrate clients, and you must establish consistent processes to provide a smooth journey.



### The Final Battle

Becoming recognized for excellence is the final battle in your journey to exceptional customer experiences. Consistent excellence through cohesive, positive customer interactions can get your brand recognized for trustworthiness.



### The Journey Home

Building great processes and establishing a smooth customer journey is only the beginning. Now you must continuously improve processes and keep data updated across your business units to ensure your customer-focused operations are keeping pace with customer expectations.



Modern business process management software provides the end-to-end functionality you need to establish a seamless customer journey, giving you the app platform and process management tools needed to put customer interactions in context for your users.

# Appian