CISCO

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Extract

Top 20 Use Cases

With Customer Journey as a Service (CJaaS)

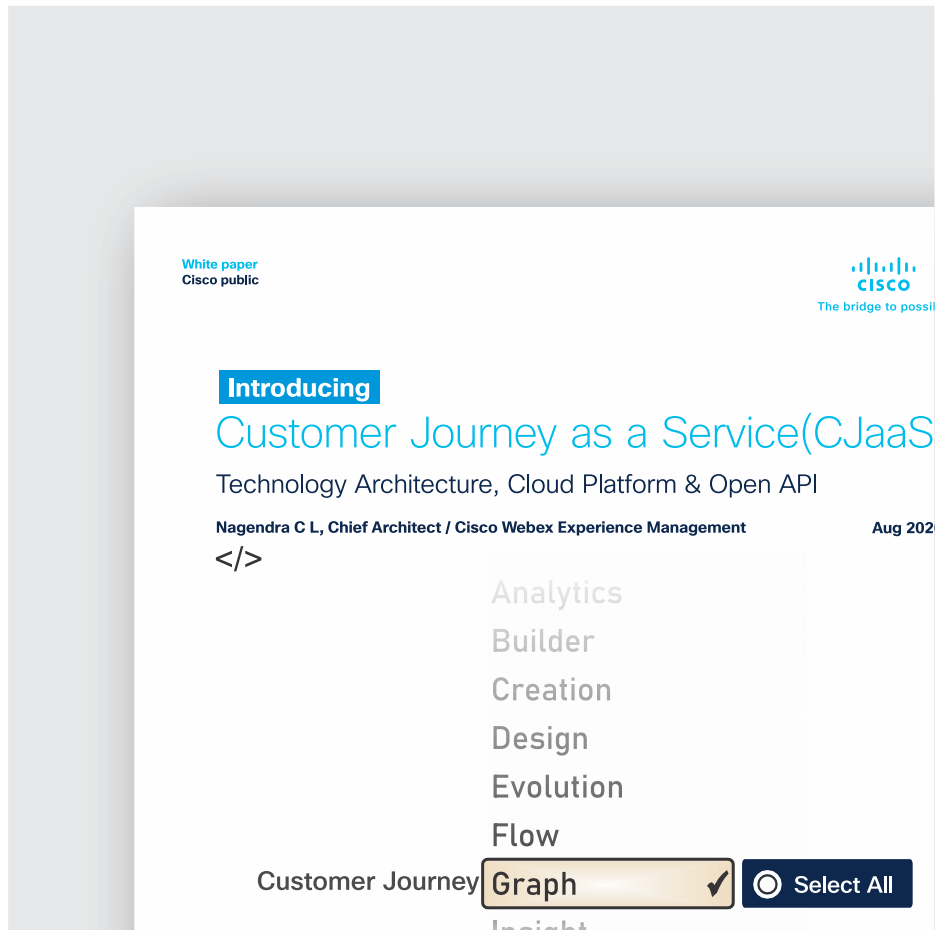**Nagendra C L (n01), Vidya Venugopalan (vidya79), Ryan Plant (ryplant)**
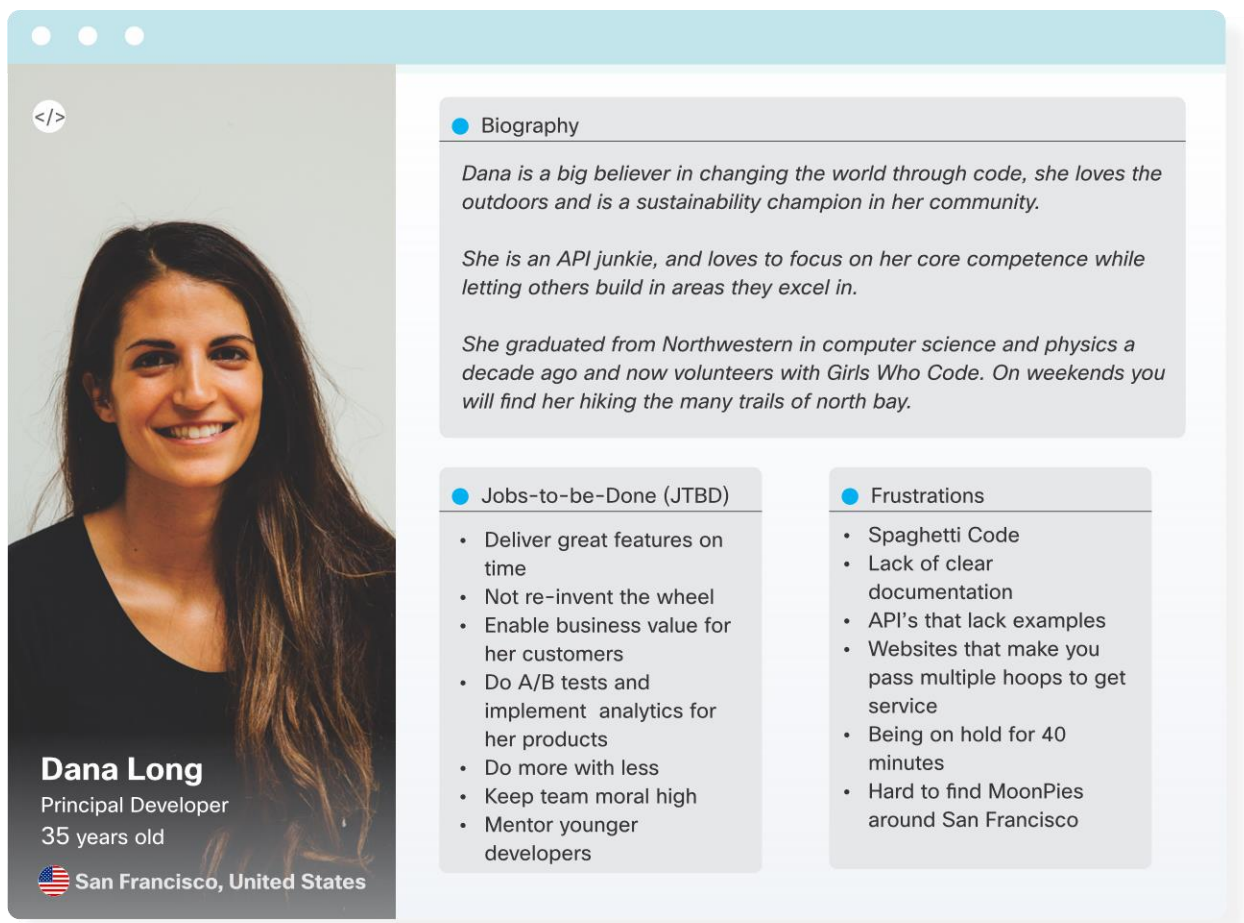
Jan 2021

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PRODUCT HYPOTHESIS:

Refer to our White Paper on this

White paper
Cisco public

CISCO
The bridge to possil

Introducing

Customer Journey as a Service(CJaaS

Technology Architecture, Cloud Platform & Open API

Nagendra C L, Chief Architect / Cisco Webex Experience Management   Aug 202

</>

Analytics

Builder

Creation

Design

Evolution

Flow

Customer Journey | Graph   ✓ | ◎ Select All

Insight

PERSONAS

In order to best understand the pain points and gain creators of our users/customers, we use personas and their Jobs To Be Done (JTBD).

The most critical of our personas for our "as a service" SaaS success is clearly that of the developer using the API.

Dana Long
Principal Developer
35 years old

San Francisco, United States

Biography

Dana is a big believer in changing the world through code, she loves the outdoors and is a sustainability champion in her community.

She is an API junkie, and loves to focus on her core competence while letting others build in areas they excel in.

She graduated from Northwestern in computer science and physics a decade ago and now volunteers with Girls Who Code. On weekends you will find her hiking the many trails of north bay.

Jobs-to-be-Done (JTBD)

- Deliver great features on time
- Not re-invent the wheel
- Enable business value for her customers
- Do A/B tests and implement analytics for her products
- Do more with less
- Keep team moral high
- Mentor younger developers

Frustrations

- Spaghetti Code
- Lack of clear documentation
- API's that lack examples
- Websites that make you pass multiple hoops to get service
- Being on hold for 40 minutes
- Hard to find MoonPies around San Francisco

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USE CASES EXPLORED

(Detailed review of top 20 use cases in Annexure)

	No.	Theme	Category	Consumed As	Customer	Use Case	CJaaS Provides	Customer Brings	Applications
Pinned Use Case	1	10x Across CTG Portfolio	10X Journey Journey Analytics Orchestration	SaaS	Insurance Retail Sales Banking Any++	Stitching a 10x better Digital Journey Experience using Webex Portfolio. Includes Journey, Analytics, CDP & Orchestration	API	JS	Online Web
CPaaS API Use Cases	2	Central Journey Hub	Journey	CPaaS API	SaaS Enterprise. Startup. Any++	Track Important Business Events/Singals/Points Across Mediums Centrally	API	Data	
	3	Journey Analytics	Journey	CPaaS API	SaaS Any++	Analyze points where Journey breaks	API	Data	
	4	Customer Data Platform	Journey	CPaaS API	SaaS Any++	Profiles served on-demand off the incoming events	API	Data	
	5	Plug-N-Play Journey	Journey	CPaaS API	SaaS Any++	Plug-n-Play Journeys with Ready Web Components	API	Data	
	6	Online Journey	Journey	CPaaS API	SaaS Any++	Track customer interactions from online websites	API	JS	
	7	Profile Merge	CDP	CPaaS API	SaaS Any++	Reconcile/Cluster multiple profiles via API call	API	API	
	8	Computed Fields	CDP	CPaaS API	SaaS Any++	Enrich Profiles with external fields not on Tape	API	AI/ML	
Applied Use Cases	9	Journey Intelligence	Journey	CPaaS API	SaaS Any++	Journey Intel to Support Agents on Dashboard	API	Data	
	10	Routing Intelligence	CDP	CPaaS API	SaaS Any++	Trade-off while picking Bot or Human with profiles	API	Data	
	11	Agent Experience	CDP	CPaaS API	SaaS Any++	Agent Routing Trade-off Using Agent Profiles	API	AI/ML	
	12	AI Agent/Bot	Orchestration	CPaaS API	SaaS Any++	Intercept Journey with a AI Agent/Bot to Assist	API	Bot JS	
	13	Journey Rescue Intervention	Orchestration	CPaaS API	SaaS Any++	Configure Rule-Based Offer to Escalate/Discount	API	Data	
	14	Next Best Action	Orchestration	CPaaS API	SaaS Any++	Configure Rule-Based Actions as Agent Suggestions	API	Data	
	15	Listening at Scale	Journey	CPaaS API		Scale beyond Survey into "Signals" (5x more than survey)	API	Data	
	16	Journey Analytics Triggered Surveys	Journey Analytics Orchestration	CPaaS API		Diagnose Journey breaks using direct feedback surveys	API	Data	
	17	CEJ Gadget	Journey	CPaaS API		Display much more than Survey data	API	Data	
	18	Blanket Journey View	Journey	CPaaS API		Every agent gets a Journey view, no VoC license needed	API	Data	
	19	Meetings Journey Analytics	Journey Analytics CDP	CPaaS API		Screen Time"(similar to Apple) stats to every host	API	Data	
	20	Proactively Intervene for Quality	Journey Analytics Orchestration	CPaaS API		Proactively intervene Journeys that Enter "Valley of Doom"	API	Data	

1 Webex Walkin ☁SaaS 🎰

Complete Fusion Criticality Loop using all Three Capabilities of Journey, CDP & Orchestration

● Descriptive Summary

- Customer's brand website is using the browser agent JS tag provided by CJaaS to collect Journey events
- Events arrive on-to Data Sink API via JS Tag in real-time
- Progressive Profiles (CDP) are built in real-time from the incoming event stream off the Tape
- Journey Analytics helps identify places in Journey where experience breaks or significant traffic drops occur for potential placement of intervention via Orchestration
- Brand's regional/local service and sales staff ("Causal Agent") use a simple chat bot on teams to indicate their availability to help or accept leads
- Orchestration rule setup matches "Causal Agent" who may be available at that time with qualified visitors inside the Journey's "valley of doom" for a just-in-time rescue

● Provided BOM

1. JS Tag and Example Implementation
2. Sample Full Reference Example (Imaginary Insurance Website Code)
3. Web Component to Setup View for Profile & Rule for Orchestration Trigger (via any other app or direct API cut and paste)

● Customer Brings

- Their Website Developer to add JS Tag
- CX Manager to select and setup rules for Orchestration
- Some of their staff that are on Webex Team (w/ Licenses for Teams)

Visual Story

"Sarah is looking to switch her car & home insurance to save money"

❶ Visits insurance company online

Only pay for what you need
Save 12% or more by quoting

Journey Analytics: ↓ 15% Dropoff

"Let's see if I can save on my insurance?"

❷ Try get Quote

Hi there! Let's start with some basics

Journey Analytics: ↓ 25% Dropoff

"Hmm..that's a lot of stuff to enter!"

Step 2..4

"Ah...if only I could just meet with a local agent!"

❸ Ready to Give up!

More about your vehicle

Journey Analytics: ↓ 75% Dropoff

Customer Journey

FT Contact Center 1370 (7%)

+10x

Full-Time Employees 21K

Customer Facing InStore/Branch 9450 (45%)

Webex Walk-In

WFH Staff Journey

Webex Virtual Walk-in
Carlos,
Sale Agent#12XX
1750 Van Ness

Hi Sarah, Maybe I can help! We are at 1750 Van ness! Click to talk on video!

Or Type to Chat

Digital
Just-in-Time
Frictionless
In-Person

Drop off Interception w/ Webex Walkin

❶ Carlos starts his day, logs in to Webex Teams Sets Presence as "Available"

❷ Summons Journey Bot to accept Walk-ins for next 30 minutes

❸ Sip call Initiated via Webex Teams Widgets CJO Triggered

<30 seconds Wait...Connecting

Welcome to Webex Teams. It's nice to meet you.

You 09:35 Hey JourneyBot!

JourneyBot 09:35 AM

Hi Carlos! Would you like receive Virtual Walk Ins ?
30 Minutes | San Francisco

You 09:36 Set Message "Maybe I can help!.." JourneyBot!

JourneyBot 09:42 AM
Hi Carlos!
Sarah is looking to switch Auto & Home
Offer Walk-in | Ignore (30s)

JourneyBot 09:46 AM
Incoming Walk-In Request
Sarah - Auto+Home - 94108 - 2020 Ford Exp.
Accept Video | Decline

"Sarah: Great to be talking with a human agent, I'll buy!"

Local Branch Staff (Regular Staff/Non-Agent)
Work as a Activity
(Kitchen/Dinning Table or at Office)

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"Bringing Cisco CTG's core competencies together with Webex, Teams & Contact Center in enabling powerful digital experiences delivered just-in-time as part of a Customer Journey"

Journey | **Journey Analytics** | **CDP** | **Orchestration**

Customer Journey Hub 🌩️ API 🟫

Track Important Business Events/Signals/Points Across Mediums Centrally
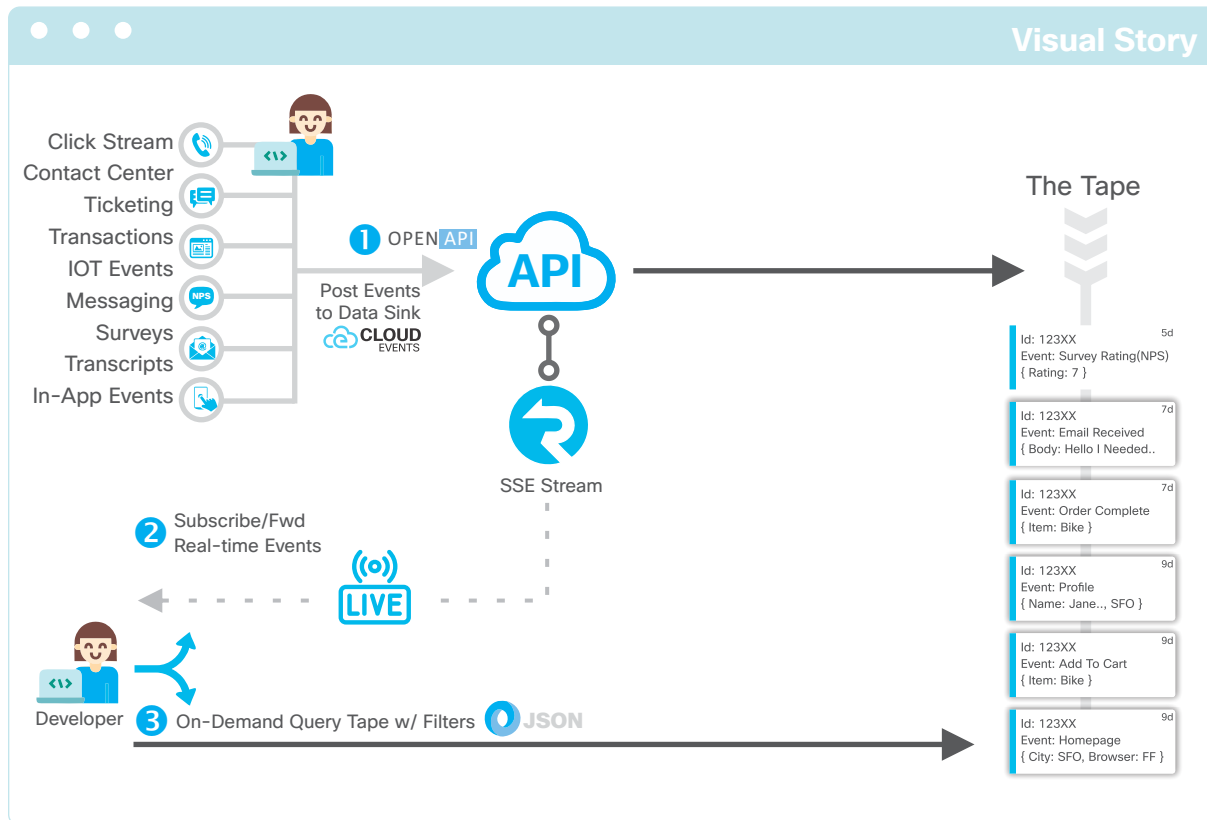
Descriptive Summary

- Developer is able to push cloud events to REST API from any source (Web, Voice, Chat, Email, Email Open, Click, etc)
- Tracked events arrive onto Data Sink API
- Listen to events as they arrive un-filtered on API as a live-steam (Server Sent Events)
- Journey events queried on-demand off the events ledger "The Tape" with filters
- Journey stream can be forwarded to analytics platform / vendor (ex: BigQuery, Mixpanel, Queues, Kafka or Cloud Storage Buckets)

Provided BOM

1. API Documentation to post events
2. API Documentation & samples to listen and query the Tape
3. Sample to setup forwarding to another destination (ex: S3 Bucket / Big Table for Big Query) or another vendor/software (CDP or Orchestration)

Customer Brings

- Developer to interact with Journey APIs

Visual Story

Click Stream
Contact Center
Ticketing
Transactions
IOT Events
Messaging
Surveys
Transcripts
In-App Events

① OPEN API
Post Events to Data Sink
☁️ CLOUD EVENTS

SSE Stream

② Subscribe/Fwd Real-time Events
LIVE

Developer ③ On-Demand Query Tape w/ Filters ◯ JSON

The Tape

Id: 123XX   5d
Event: Survey Rating(NPS)
{ Rating: 7 }

Id: 123XX   7d
Event: Email Received
{ Body: Hello I Needed.. }

Id: 123XX   7d
Event: Order Complete
{ Item: Bike }

Id: 123XX   9d
Event: Profile
{ Name: Jane.., SFO }

Id: 123XX   9d
Event: Add To Cart
{ Item: Bike }

Id: 123XX   9d
Event: Homepage
{ City: SFO, Browser: FF }

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"Push events to Journey API as Cloud Events to build a Central Journey Hub for use as a customer data hub that can forward to external destination for analytics, CDP & Orchestration"

Journey

3 Journey Analytics ☁SaaS ☁API

Analyze Points where Journey Breaks or Hits the "Valley of Doom"
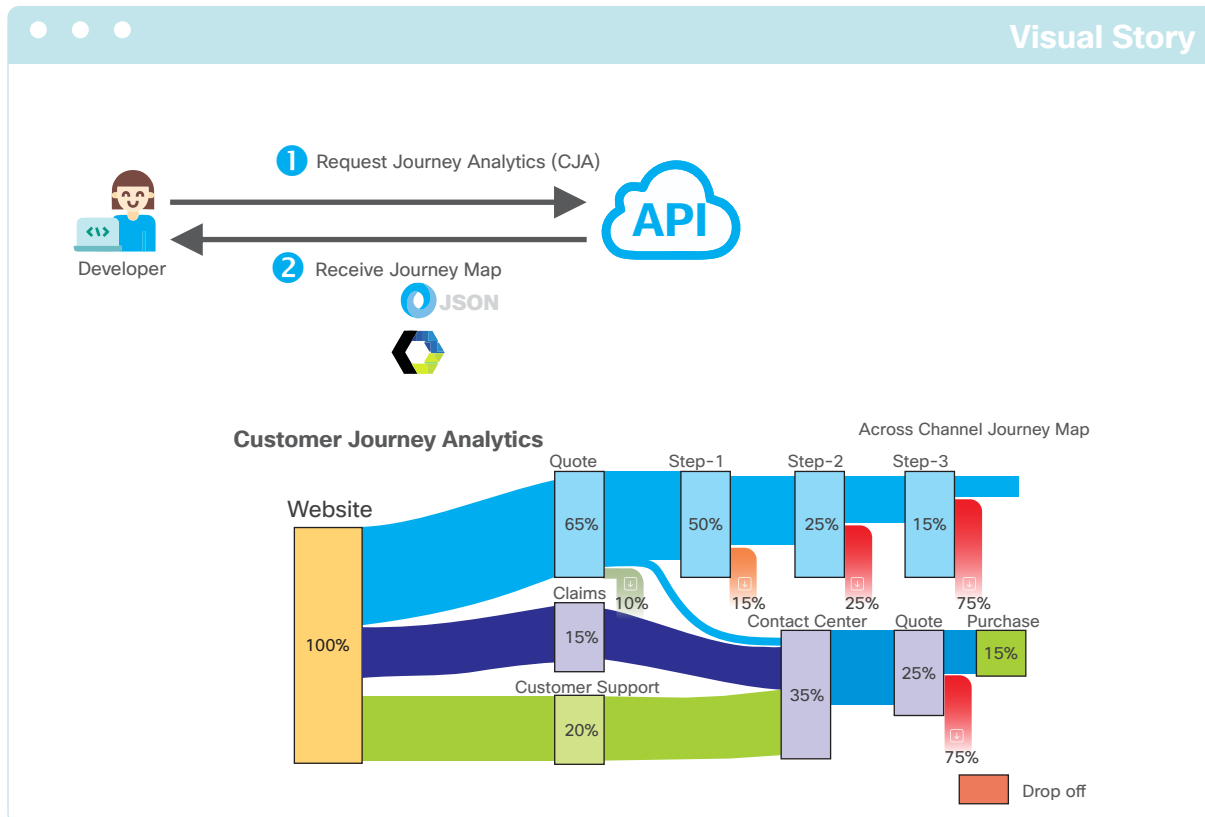
● Descriptive Summary

- Developer is able to push cloud events to REST API from any source (Web, Voice, Chat, Email, Email Open, Click, etc)
- Journey Analytics helps identify places in Customer Journey where experience breaks or significant traffic drops occurs
- Analytics describes aggregate event types, flow, what occurred before, what occurs after, what exit or drop-off points were when journey ended

● Provided BOM

1. API call to query Customer Journey Analytics (CJA)
2. Plug and Play web component that renders the Analytics JSON into visual chart

● Customer Brings

- Developer having posted events on the Tape as a pre-requisite to query analytics

Visual Story

① Request Journey Analytics (CJA)

② Receive Journey Map JSON

Developer → API

Customer Journey Analytics

Across Channel Journey Map

Website — 100%
Quote 65%
Step-1 50%
Step-2 25%
Step-3 15%
Claims 10% / 15%
25%
75%
Contact Center 35%
Quote 25%
Purchase 15%
Customer Support 20%
75%

■ Drop off

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"Track the history of where and how the visitors interacted with brands across channels to spot disruption of smooth Journey flow"

Journey **Journey Analytics**

Customer Data Platform ☁SaaS ☁API

Track Events/Singals/Points across Mediums, Query Analytics, View Profiles by Customer ID
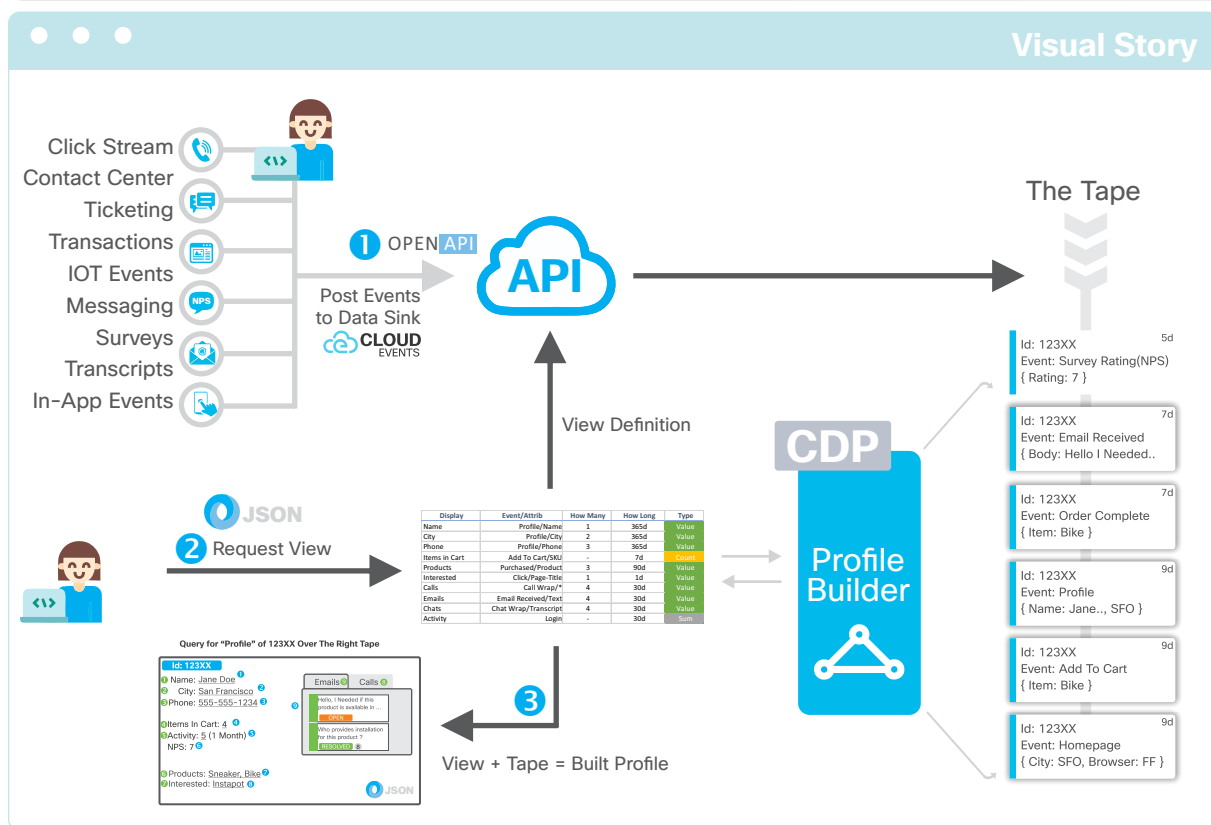
● Descriptive Summary

- Developer is able to push cloud events to REST API from any source (Web, Voice, Chat, Email, Email Open, Click, etc)
- Tracked events arrive onto Data Sink API
- Journey Analytics helps identify places in Journey where experience breaks or significant traffic flow drops occurs aggregated by even type and which events occur before and after each point in Journey
- Progressive Profiles (CDP) are served on-demand in real-time from the incoming event stream off the Tape, Unique identification is as selected by Developer and common across event sources (CustomerID, ANI, CID, Email, Hash of Email, etc)

● Provided BOM

1. API Documentation
2. Example snippets for pushing events, querying flow, creating sample views & requesting sample profiles on sample "Tape"
3. API to post View definition and exchange it for a built profile (JSON)

● Customer Brings

- Developer to interact with Journey APIs
- Developer exchanges view definition for built profile as JSON over REST

Visual Story

☁API

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"Push events to Journey API to spot disruption of smooth Journey flow and query profiles of customers"

Journey   **Journey Analytics**   **CDP**

5 Plug-N-Play Journey

API Journey with Ready to Plug-in Web Components for Views Definition & Profiles
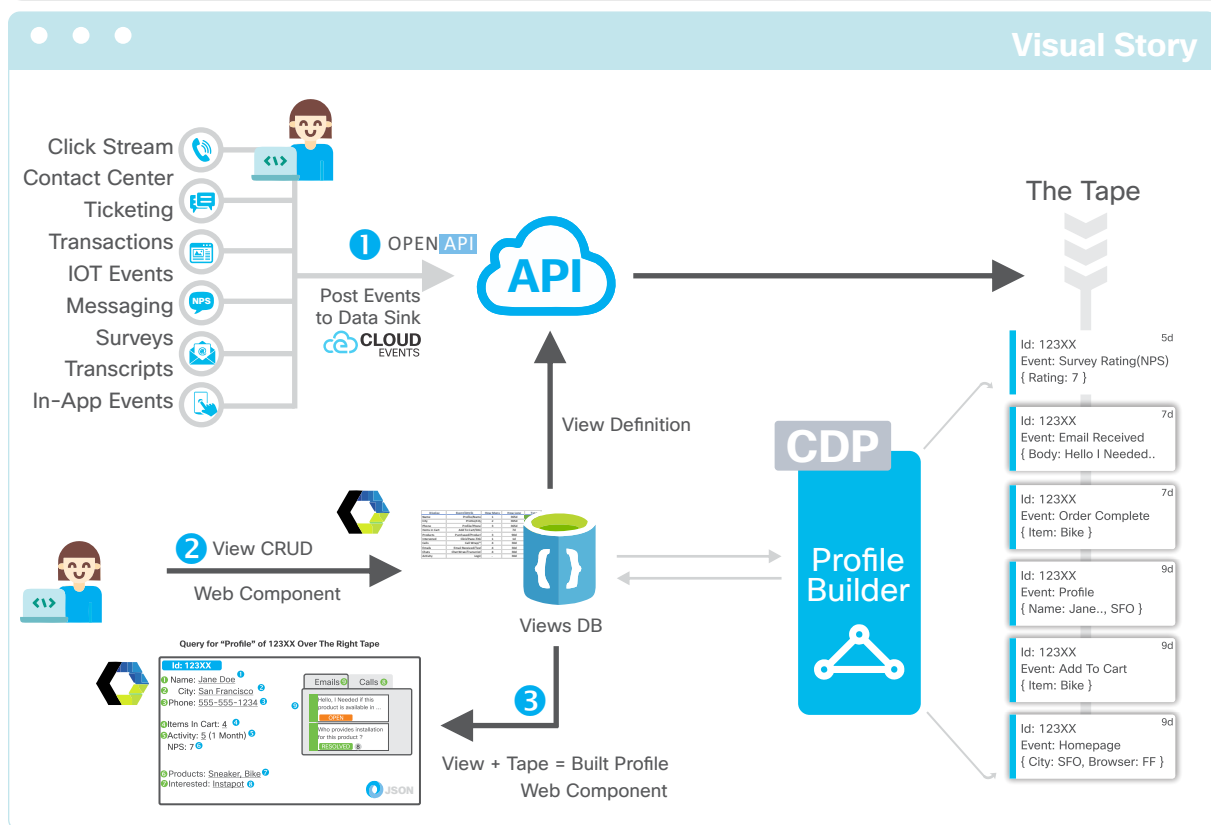
Descriptive Summary

- Developer is able to push cloud events to REST API from any source (Web, Voice, Chat, Email, Email Open, Click, etc)
- Tracked events arrive onto Data Sink API
- Journey Analytics helps identify places in Journey where experience breaks or significant traffic flow drops occurs aggregated by even type and which events occur before and after each point in journey
- Progressive Profiles (CDP) are served on-demand in real-time from the incoming event stream off the Tape, Unique identification is as selected by Developer and common across events sources (CustomerID, ANI, CID, Email, Hash of Email, etc)

Provided BOM

1. Ready Web Component to plug into applications or to customize.
2. Define/Edit/Store view on API Side
3. Exchange View ID for on-demand profile off Tape.

Customer Brings

- Developer to interact with Journey APIs
- Developer exchanges view definition for built profile as JSON over REST

Visual Story

The Tape

Click Stream
Contact Center
Ticketing
Transactions
IOT Events
Messaging
Surveys
Transcripts
In-App Events

① OPEN API
Post Events to Data Sink
CLOUD EVENTS

API

② View CRUD
Web Component

View Definition

Views DB

CDP
Profile Builder

③ View + Tape = Built Profile
Web Component

Query for "Profile" of 123XX Over The Right Tape

Id: 123XX
Name: Jane Doe
City: San Francisco
Phone: 555-555-1234
Items In Cart: 4
Activity: 5 (1 Month)
NPS: 7
Products: Sneaker, Bike
Interested: Instapot

Emails Calls
Hello, I Needed if this product is available in ...
Who provides installation for this product ?

Id: 123XX   5d
Event: Survey Rating(NPS)
{ Rating: 7 }

Id: 123XX   7d
Event: Email Received
{ Body: Hello I Needed..

Id: 123XX   7d
Event: Order Complete
{ Item: Bike }

Id: 123XX   9d
Event: Profile
{ Name: Jane.., SFO }

Id: 123XX   9d
Event: Add To Cart
{ Item: Bike }

Id: 123XX   9d
Event: Homepage
{ City: SFO, Browser: FF }

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"Plug and play Journey capabilities into any application with zero effort with ready web components to define views and render served profiles"

Journey   Journey Analytics   CDP

6 Online Journey

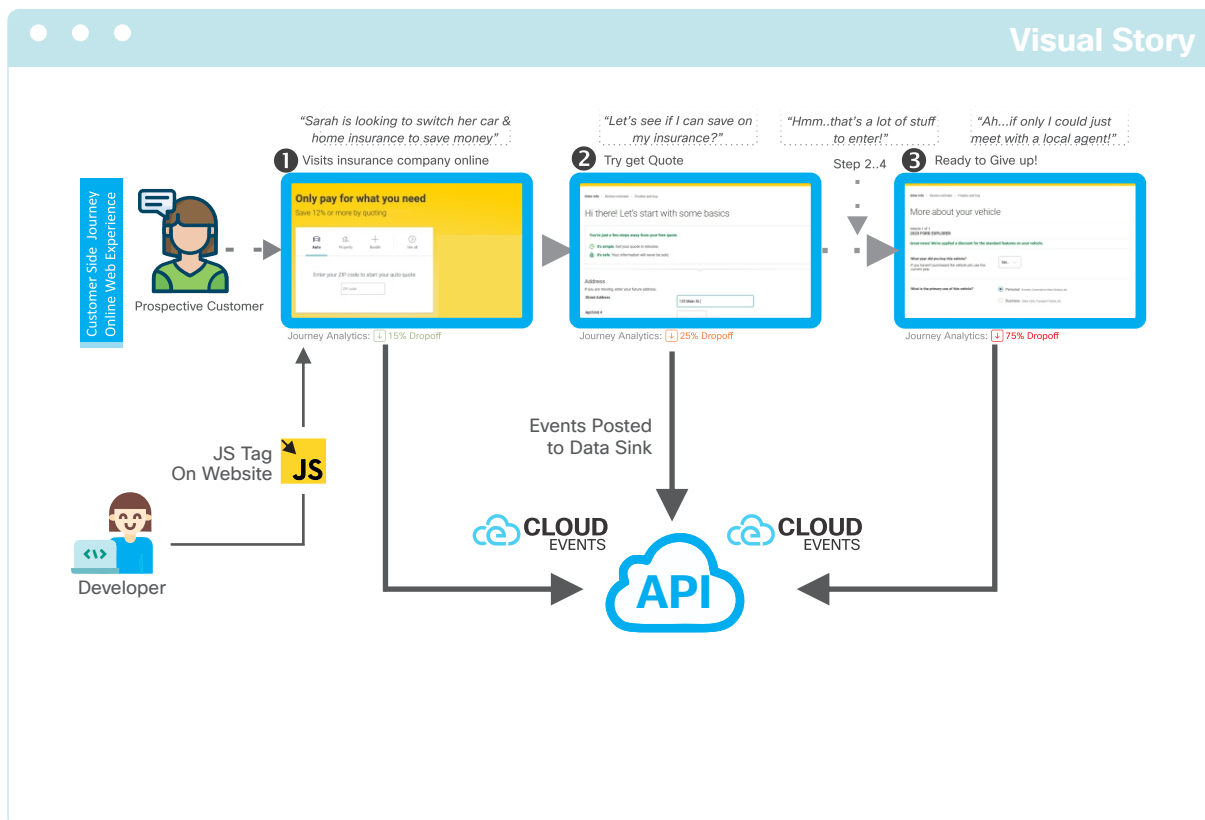Originate Events from Web Visitors Online

● Descriptive Summary

- Customer's brand website is using the browser agent JS tag provided by CJaaS to collect Journey events
- Developer is able to instrument the type of events they can originate
- Tracked events arrive onto Data Sink API via JS Tag in real-time
- Further capabilities remain same post events, such as Journey Analytics that helps identify places in Journey where experience breaks or significant traffic drops occurs or Progressive Profiles (CDP) are served on-demand in real-time from the incoming event stream off the Tape.

● Provided BOM

1. JS Tag and Example Implementation for origination of events
2. Sample Reference Example (Imaginary Website Code)

● Customer Brings

- Developer to add JS Tag and originate relevant events

Visual Story

"Sarah is looking to switch her car & home insurance to save money"

① Visits insurance company online

"Let's see if I can save on my insurance?"

② Try get Quote

"Hmm..that's a lot of stuff to enter!"

Step 2..4

"Ah...if only I could just meet with a local agent!"

③ Ready to Give up!

Customer Side Journey Online Web Experience

Prospective Customer

Journey Analytics: ↓ 15% Dropoff

Journey Analytics: ↓ 25% Dropoff

Journey Analytics: ↓ 75% Dropoff

JS Tag On Website

Developer

Events Posted to Data Sink

CLOUD EVENTS

CLOUD EVENTS

API

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"Track online website visitors' interactions to identify disruption of Journey flow and further orchestrate interventions to retain great experiences"

Journey **Journey Analytics**

7 Profile Merge/Aliasing

Reconcile/Cluster Multiple Profiles into One Identity
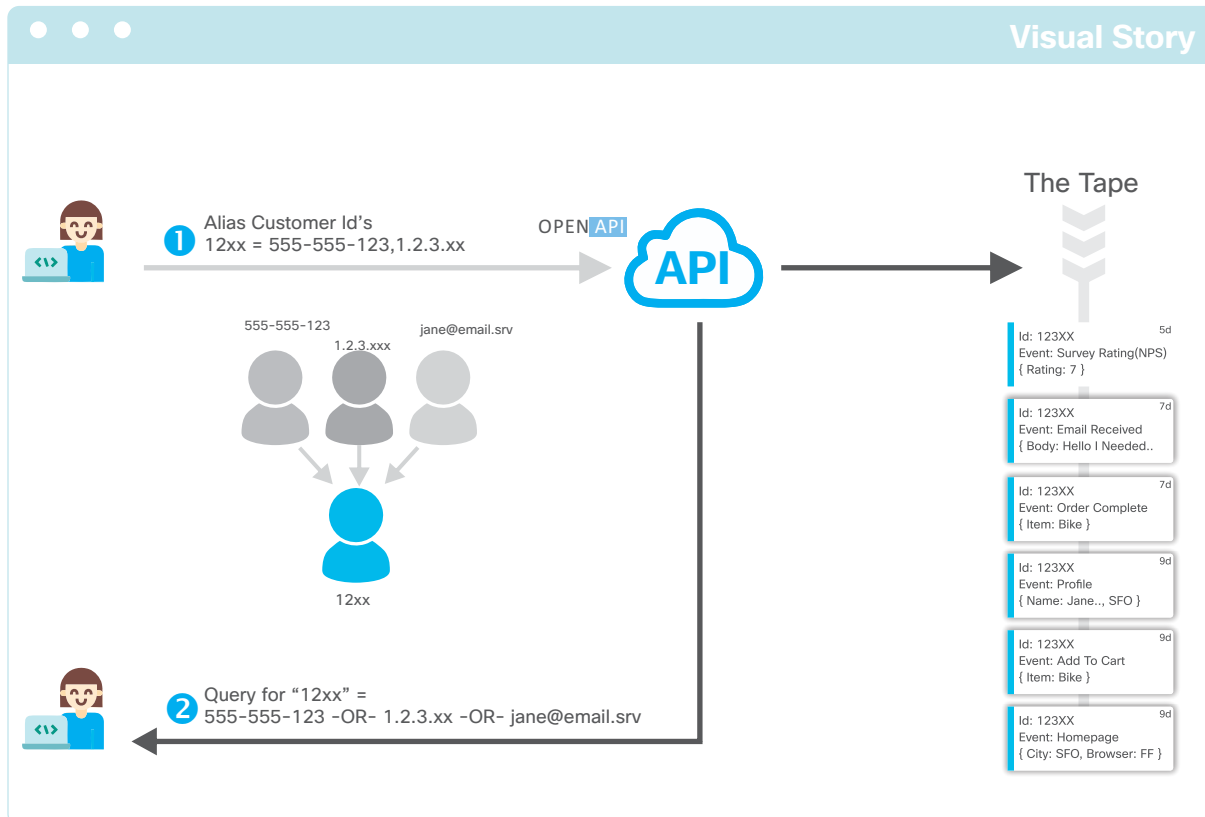
Descriptive Summary

- Developer can use alias API to resolve and mark identity of multiple profiles as aliases of one single profile/Customer ID
- Various channels with different customer Ids can be tied to one single real profile, for instance, email used as CustomerID with a phone number linked events
- Progressive Profiles (CDP) are consolidated across all aliases and served on-demand in real-time from the incoming event stream off the Tape
- Aliases are soft, i.e no modification of actual Tape occurs, thus can be reverted or refined for accuracy
- Decoupled "Bring Your Own Merge Logic/Workflow" via soft merges enable CDP effectiveness across industry segments that may need about accurate to very accurate merging for instance, Marketing may do well with 70% likelihood while financials require 100% certainty of the merge assisted by human in the loop.

Provided BOM

1. API for call to merge and alias Customer IDs
2. Sample Reference Code Example

Customer Brings

- Developer to call API for merge
- Human or AI to find and bunch similar identities together

Visual Story

"Alias multiple identities into one single unique profile for query on all API calls"

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Journey

Computed Fields/Enrichment

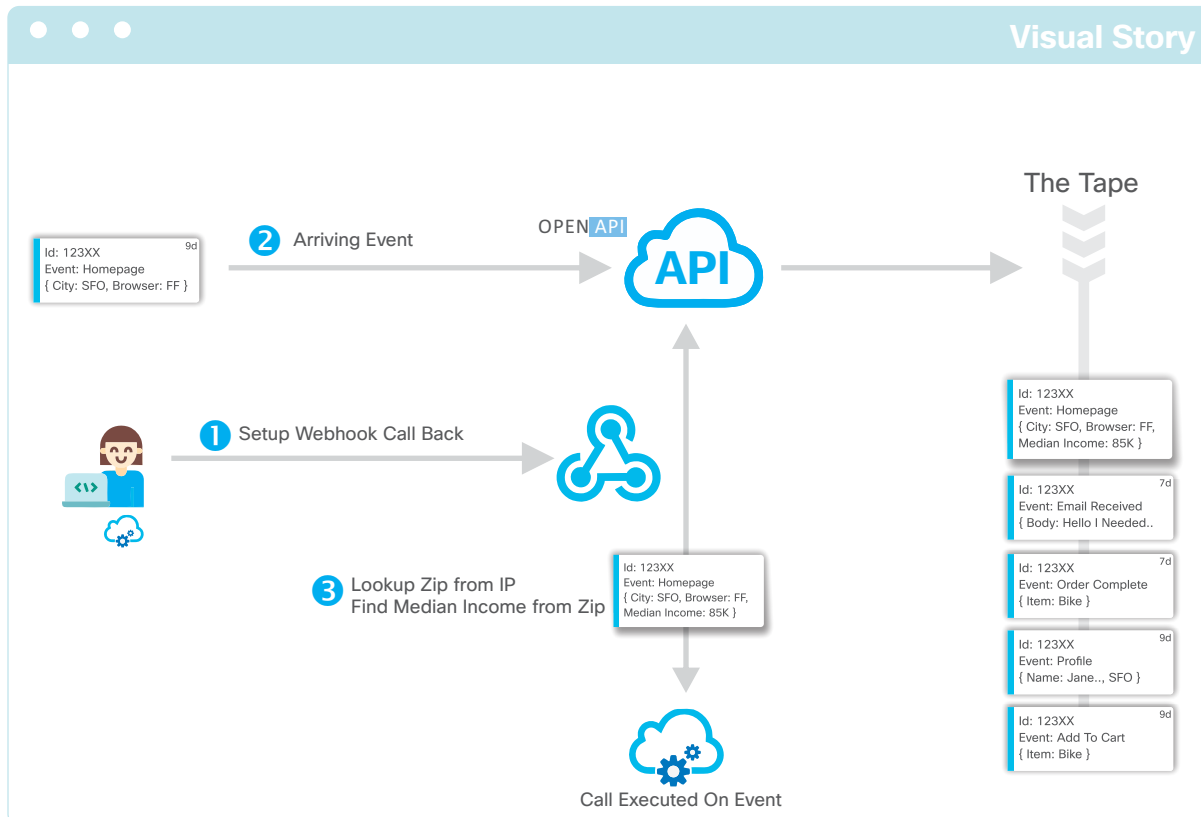Executing your Own Logic on Incoming Data for Enrichment

Descriptive Summary

- Developer can set a call-back endpoint which can be a cloud function that transforms the incoming event with additional detailing or computes a additional value or adds additional fields as a separate event
- Developers can enrich customer data through integration with third-party data APIs such as a reverse lookup on a phone number into a name, address from a yellow pages service
- Leverage predictive models to compute synthetic values such as a LTV (life time value of customer) based on existing profile or an incoming event stream

Provided BOM

1. API to call to setup webhook in account configuration
2. Sample Reference Code Example

Customer Brings

- Developer to setup the webhook
- External logic/service that can provide additional detailing

Visual Story

The Tape

Id: 123XX
Event: Homepage
{ City: SFO, Browser: FF }   9d

2 Arriving Event

OPEN API

Id: 123XX
Event: Homepage
{ City: SFO, Browser: FF,
Median Income: 85K }

1 Setup Webhook Call Back

Id: 123XX
Event: Email Received
{ Body: Hello I Needed..   7d

3 Lookup Zip from IP
Find Median Income from Zip

Id: 123XX
Event: Homepage
{ City: SFO, Browser: FF,
Median Income: 85K }

Id: 123XX
Event: Order Complete
{ Item: Bike }   7d

Id: 123XX
Event: Profile
{ Name: Jane.., SFO }   9d

Id: 123XX
Event: Add To Cart
{ Item: Bike }   9d

Call Executed On Event

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"Execute custom logic to bring in finer detailing to incoming data"

Journey

Provide Omni-channel Journey Awareness to add Journey Intelligence for Agents
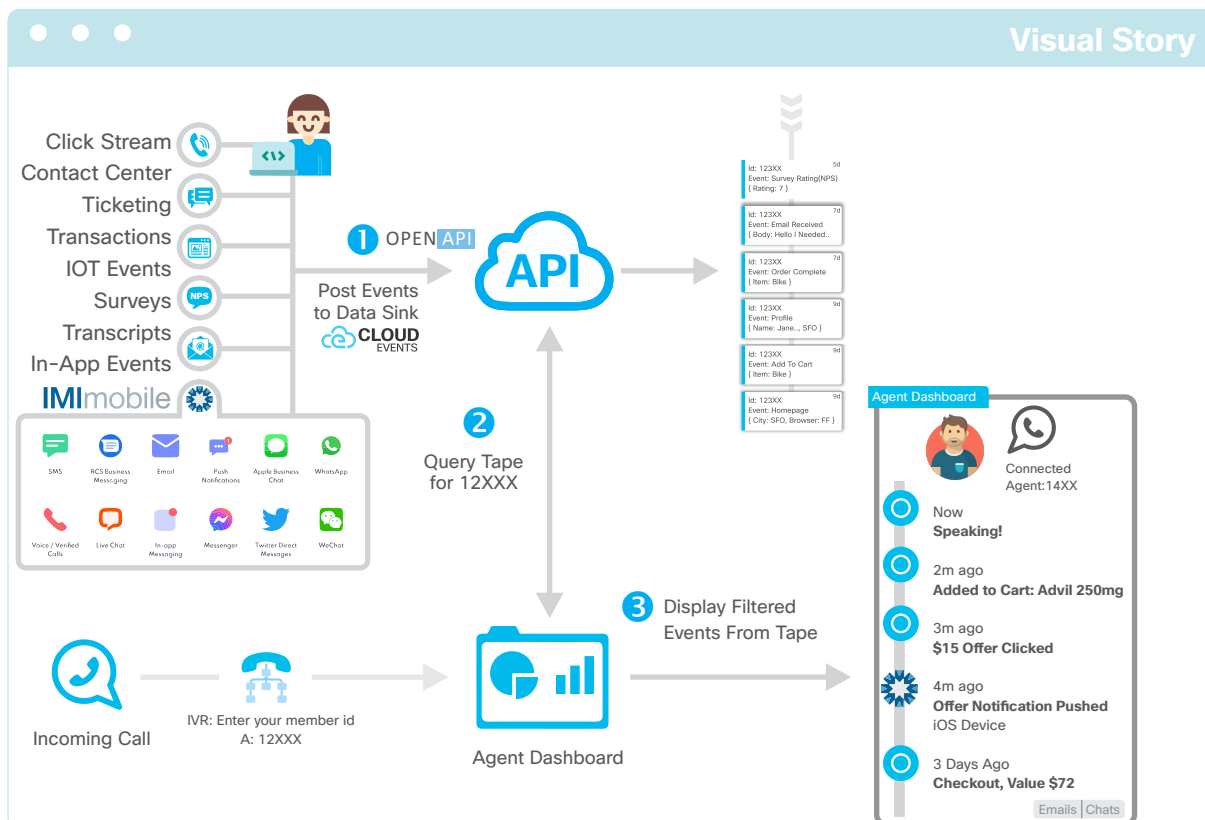
Descriptive Summary

- Omni-channel interaction flow awareness for customers using IMI
- Additionally developers are able to push cloud events to REST API from any source (Web, Voice, Chat, Email, Email Open, Click, etc)
- Developer is able to instrument the type of event they can originate
- Tracked events arrive onto Data Sink API via JS Tag in real-time
- Journey events queried on-demand from the events ledger "the Tape" with filters for display to support agent.

Provided BOM

1. API to query profile by Customer ID
2. Sample Reference Code Example (Post events and query on tape)

Customer Brings

- Developer to query API and use in display for agent within dashboard

Visual Story

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"Omni-channel journey intelligence to support human agent with additional information on context of where / how the call/interaction arrived"

Journey

10 Routing Intelligence (SaaS) (API)

Decision Intelligence to Influence Trade-off while Picking Bot or Human
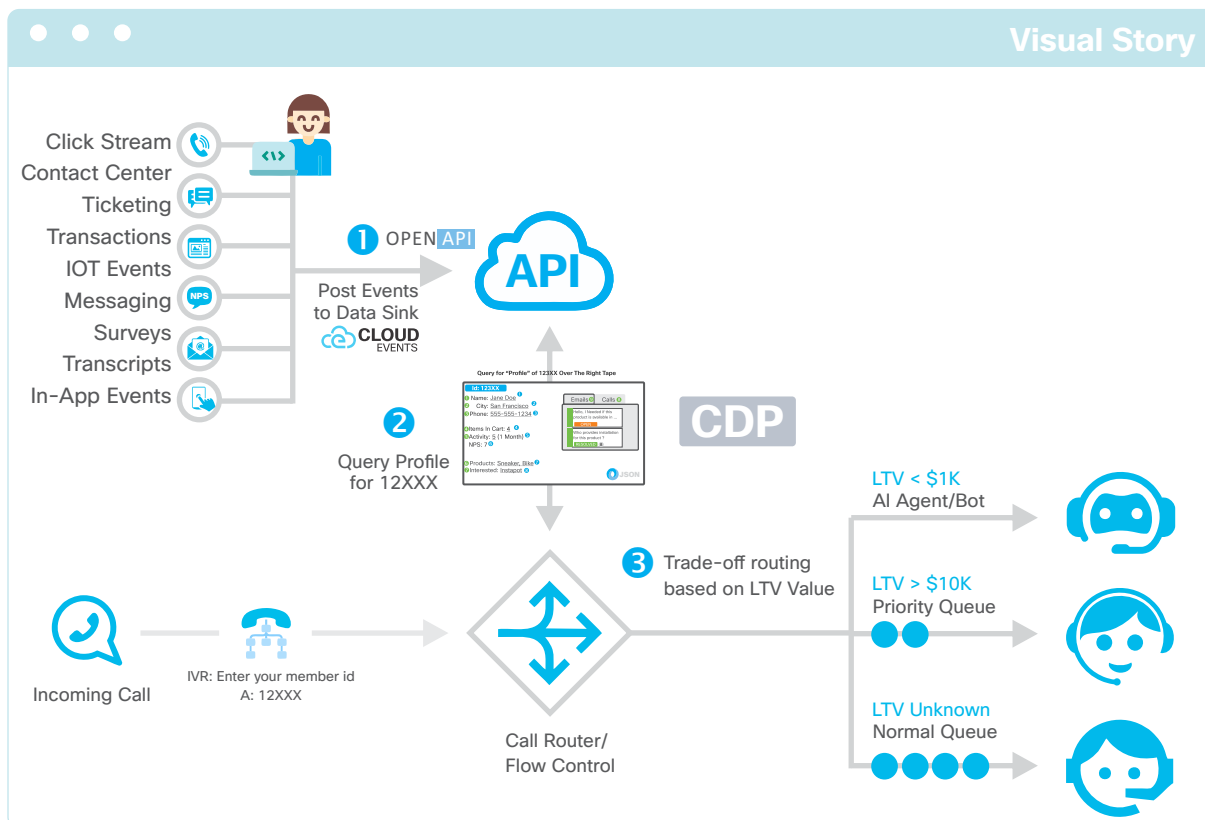
● Descriptive Summary

- Customer's brand website is using the browser agent JS tag provided by CJaaS to collect Journey events
- Developer is able to instrument the type of event they can originate
- Tracked events arrive on-to Data Sink API via JS Tag in real-time
- Progressive Profiles (CDP) are served on-demand in real-time from the incoming event stream off the Tape
- Profiles include computed fields that can calculate for instance, LTV using data from events across channels (ex: user seen using iPhone on Website, LTV multiplier 1.5x)

● Provided BOM

1. API to query profile by Customer ID
2. Sample Reference Code Example (Post events and query for profile)

● Customer Brings

- Developer to query profile API and use in routing trade-off logic within Call router/Flow control

Visual Story

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"Route calls and trade-off handling between human or AI Agent/Bot to optimize for Business Value/LTV and overall better experience by anticipating servicing needs for direct impact on a business's bottom line"

Journey CDP

11 Agent Experience

SaaS API

Routing Trade-off between Agents using Agent Profiles from CDP
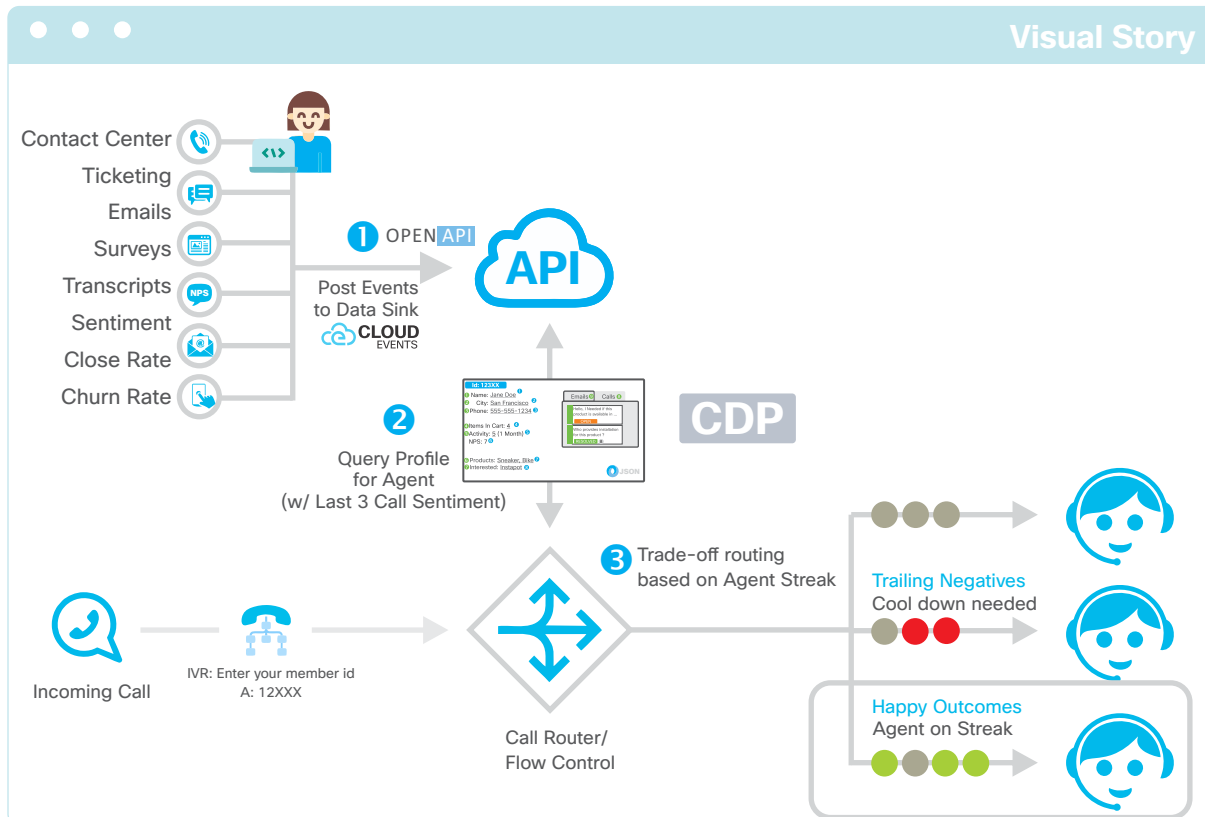
Descriptive Summary

- Developer is able post events that include call outcomes, sentiments or sales close/churns
- Tracked events arrive onto Data Sink API via JS Tag in real-time
- Progressive Profiles (CDP) on "Agents" can be served on-demand in real-time from the incoming event stream off the Tape that includes past history of outcomes/sentiment
- Agents with winning streaks can be preferred for routing over agents who may have bad exchanges recently providing for cool downs to recover their emotional state
- Proactive empathic routing can improve agent experience while bringing down churn

Provided BOM

1. API to query profile by Agent ID
2. Sample Reference Code Example (Post events and query for agent profile)

Customer Brings

- Developer to query profile API and use in routing trade-off logic within Call router/Flow control

Visual Story

Contact Center
Ticketing
Emails
Surveys
Transcripts
Sentiment
Close Rate
Churn Rate

① OPEN API
Post Events to Data Sink
CLOUD EVENTS

② Query Profile for Agent (w/ Last 3 Call Sentiment)

CDP

③ Trade-off routing based on Agent Streak

Trailing Negatives
Cool down needed

Happy Outcomes
Agent on Streak

Incoming Call

IVR: Enter your member id
A: 12XXX

Call Router/
Flow Control

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"Route calls based on Agent profiles that can include how the call wrapped, sentiment or a close or churn status to optimize for Agent experience and reduce churn"

Journey

AI Agent/Bot Offer SaaS

Intercept Online Journey with AI Agent/Bot Offers with Orchestration
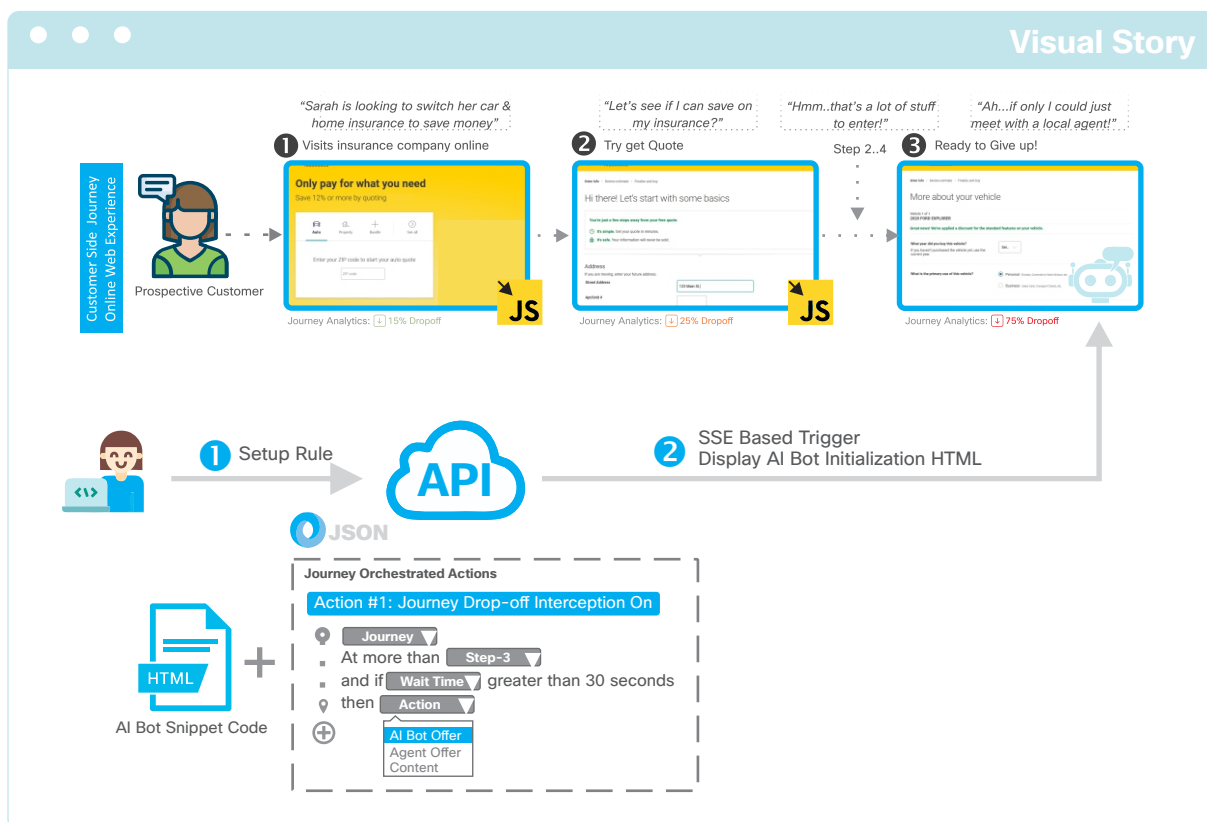
Descriptive Summary

- Customer's brand website is using the browser agent JS tag provided by CJaaS to collect Journey events
- Events arrive onto Data Sink API via JS Tag in real-time
- Progressive Profiles (CDP) are built in real-time from the incoming event stream off the Tape
- Journey Analytics helps identify places in Journey where experience breaks or significant traffic drops occur for potential placement of intervention via Orchestration
- Orchestration rule set triggers to intervene with qualified visitors inside the Journey's "valley of doom" for a just-in-time rescue

Provided BOM

1. JS Tag and Example Implementation
2. Sample Full Reference Example (Imaginary Insurance Website Code)

Customer Brings

- Developer to add JS Tag
- Ready AI Bot snippet for display

Visual Story

Online Web

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"Intervene upon online Journey breaking with configurable rule to trigger a AI Bot for assist using JS Tag and Orchestration"

Journey **CDP** **Orchestration**

Journey Offers SaaS

Intercept Online Journey with Discount/Content Offers with Orchestration
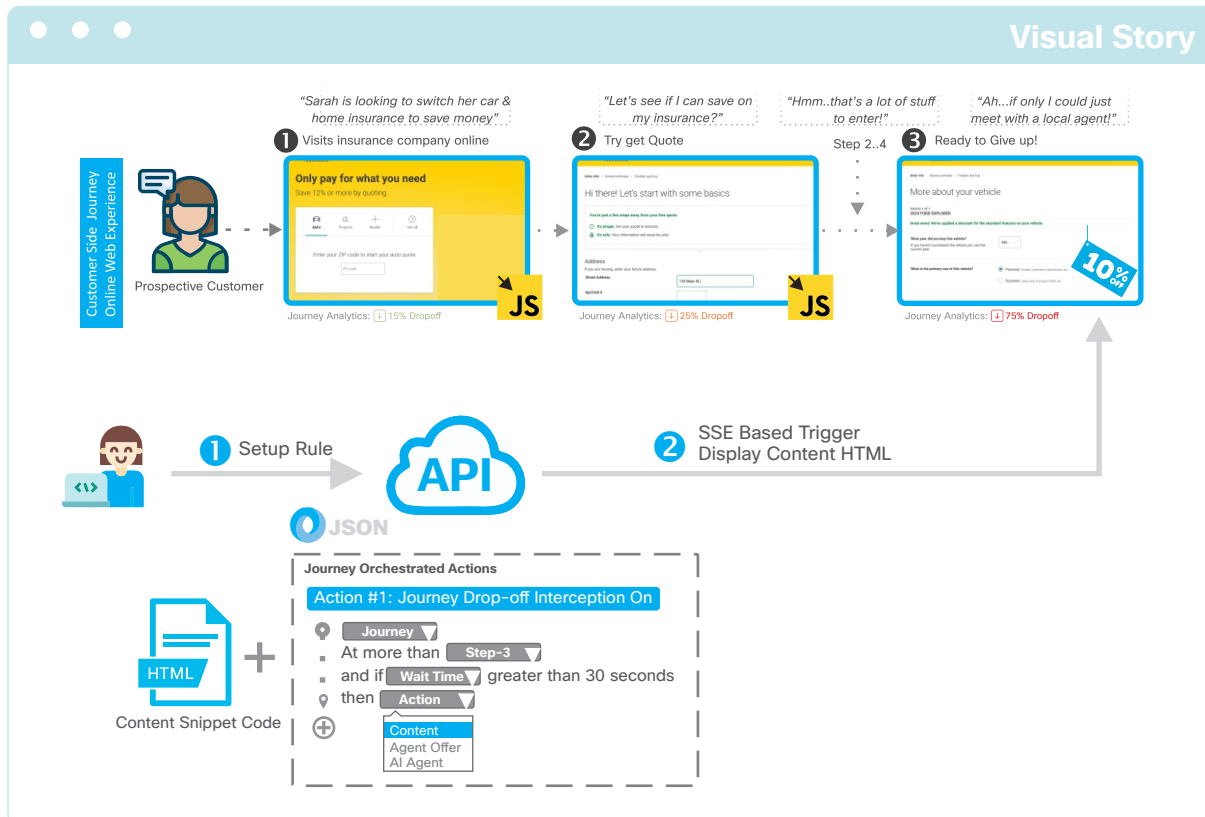
Descriptive Summary

- Customer's brand website is using the browser agent JS tag provided by CJaaS to collect Journey events
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- Journey Analytics helps identify places in Journey where experience breaks or significant traffic drops occur for potential placement of intervention via Orchestration
- Orchestration rule set triggers to intervene with qualified visitors inside the Journey's "valley of doom" for a just-in-time rescue

Provided BOM

1. JS Tag and Example Implementation
2. Sample Full Reference Example (Imaginary Insurance Website Code)

Customer Brings

- Developer to add JS Tag
- Ready Content snippet for display

Visual Story

Customer Side Journey Online Web Experience

Prospective Customer

"Sarah is looking to switch her car & home insurance to save money"

① Visits insurance company online

Only pay for what you need
Save 12% or more by quoting

Journey Analytics: ↓ 15% Dropoff

"Let's see if I can save on my insurance?"

② Try get Quote

Hi there! Let's start with some basics

Address

Journey Analytics: ↓ 25% Dropoff

"Hmm..that's a lot of stuff to enter!"

Step 2..4

More about your vehicle

10%

Journey Analytics: ↓ 75% Dropoff

"Ah...if only I could just meet with a local agent!"

③ Ready to Give up!

① Setup Rule → **API** → ② SSE Based Trigger Display Content HTML

JSON

Journey Orchestrated Actions

Action #1: Journey Drop-off Interception On

📍 Journey ▽
At more than Step-3 ▽
and if Wait Time ▽ greater than 30 seconds
📍 then Action ▽
⊕ Content
Agent Offer
AI Agent

HTML
Content Snippet Code
+

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Online Web

"Intervene upon online Journey breaking with configurable rule to trigger a discount incentive or encouragement to continue further using JS Tag and Orchestration"

Journey | CDP | Orchestration

Listening at Scale SaaS API

5x More Data than Surveys for VoC Programs with Interactions Captured across Mediums
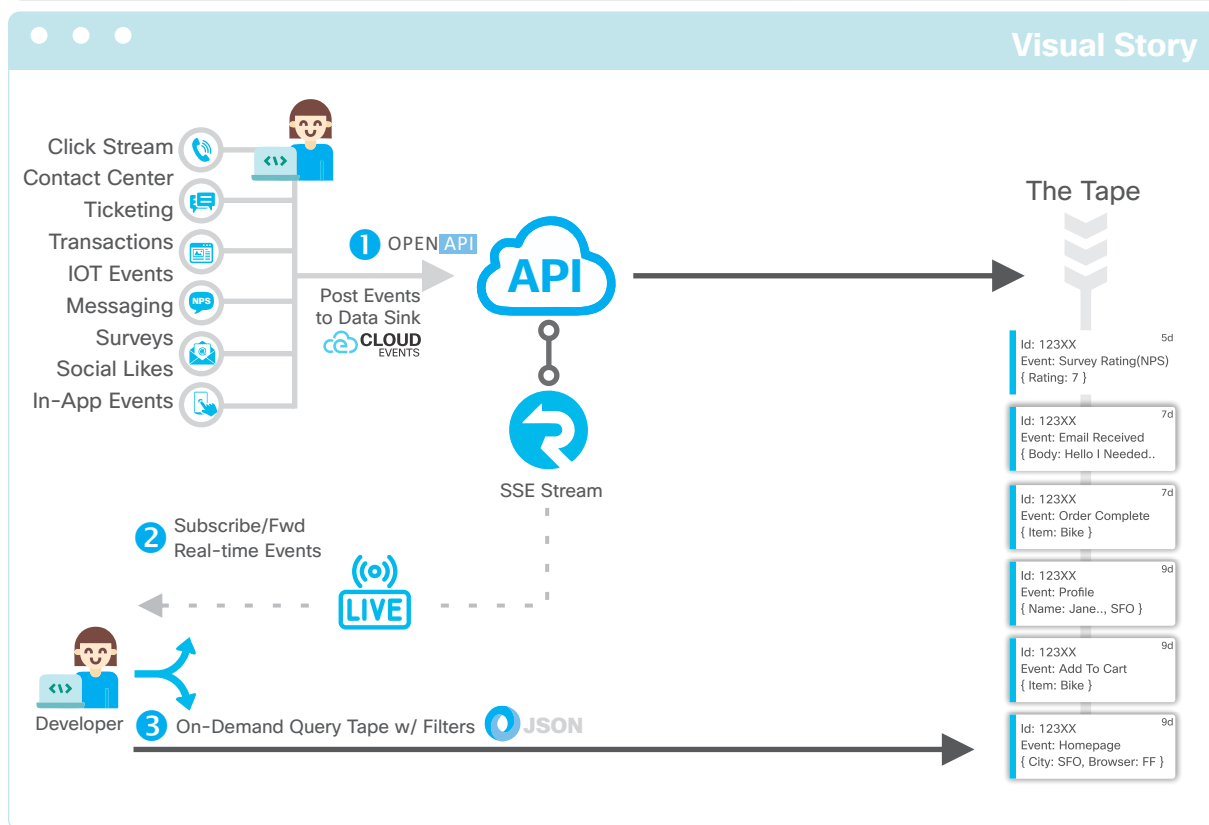
Descriptive Summary

- Developer can push cloud events to REST API from any source (Web, Voice, Chat, Email, Email Open, Click, etc) to enable complete view of direct, indirect and inferred VoC interactions from across key customer engagement channels
- Tracked events arrive onto Data Sink API
- Journey Analytics helps identify places in Journey where experience breaks or significant traffic flow drops occurs aggregated by even type and which events occur before and after each point in journey

Provided BOM

1. API Documentation to post events
2. API Documentation & samples to listen and query The Tape

Customer Brings

- Developer to interact with Journey APIs

Visual Story

Click Stream
Contact Center
Ticketing
Transactions
IOT Events
Messaging
Surveys
Social Likes
In-App Events

① OPEN API

Post Events
to Data Sink
CLOUD EVENTS

API

SSE Stream

② Subscribe/Fwd
Real-time Events

LIVE

Developer

③ On-Demand Query Tape w/ Filters JSON

The Tape

Id: 123XX   5d
Event: Survey Rating(NPS)
{ Rating: 7 }

Id: 123XX   7d
Event: Email Received
{ Body: Hello I Needed.. }

Id: 123XX   7d
Event: Order Complete
{ Item: Bike }

Id: 123XX   9d
Event: Profile
{ Name: Jane.., SFO }

Id: 123XX   9d
Event: Add To Cart
{ Item: Bike }

Id: 123XX   9d
Event: Homepage
{ City: SFO, Browser: FF }

API

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"Bring ability to collect unsolicited customer interaction data across channels using Journey events to provide mission critical business value within VoC/CEM programs"

Journey **Journey Analytics**

Journey Triggered Survey ☁SaaS

Intercept Online Journey with Diagnostic Surveys with Orchestration
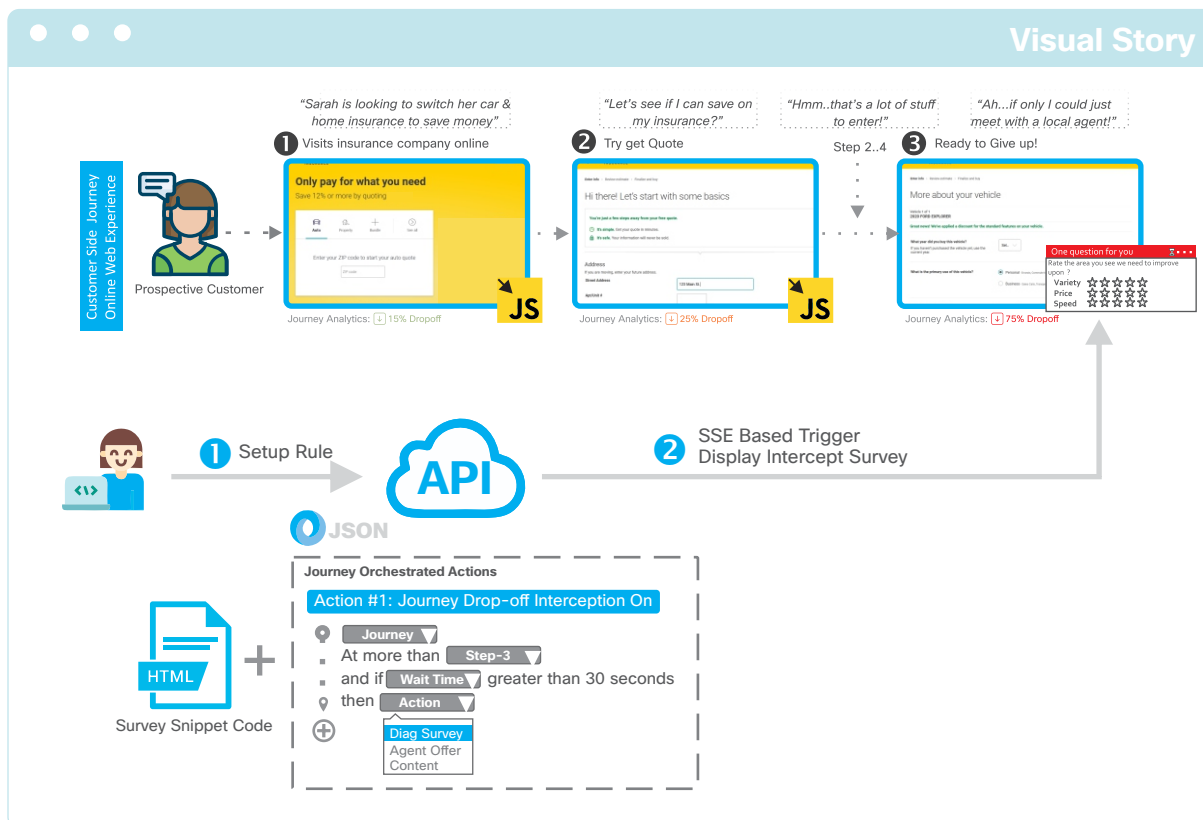
● Descriptive Summary

- Customer's brand website is using the browser agent JS tag provided by CJaaS to collect Journey events
- Events arrive onto Data Sink API via JS Tag in real-time
- Progressive Profiles (CDP) are built in real-time from the incoming event stream off the Tape
- Journey Analytics helps identify places in Journey where experience breaks or significant traffic drops occur for potential placement of intervention via Orchestration
- Orchestration rule set triggers to diagnostic survey for qualified visitors inside the Journey's "valley of doom" for direct feedback and analysis

● Provided BOM

1. JS Tag and Example Implementation
2. Sample Full Reference Example (Imaginary Insurance Website Code)

● Customer Brings

- Developer to add JS Tag
- Ready AI Bot Snippet for Display

Visual Story

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"Investigate & analyze Journey drop-offs and 'valley of dooms' using direct feedback from intercept survey triggered via JS Tag and Orchestration"

Journey CDP Orchestration

17 CEJ Gadget

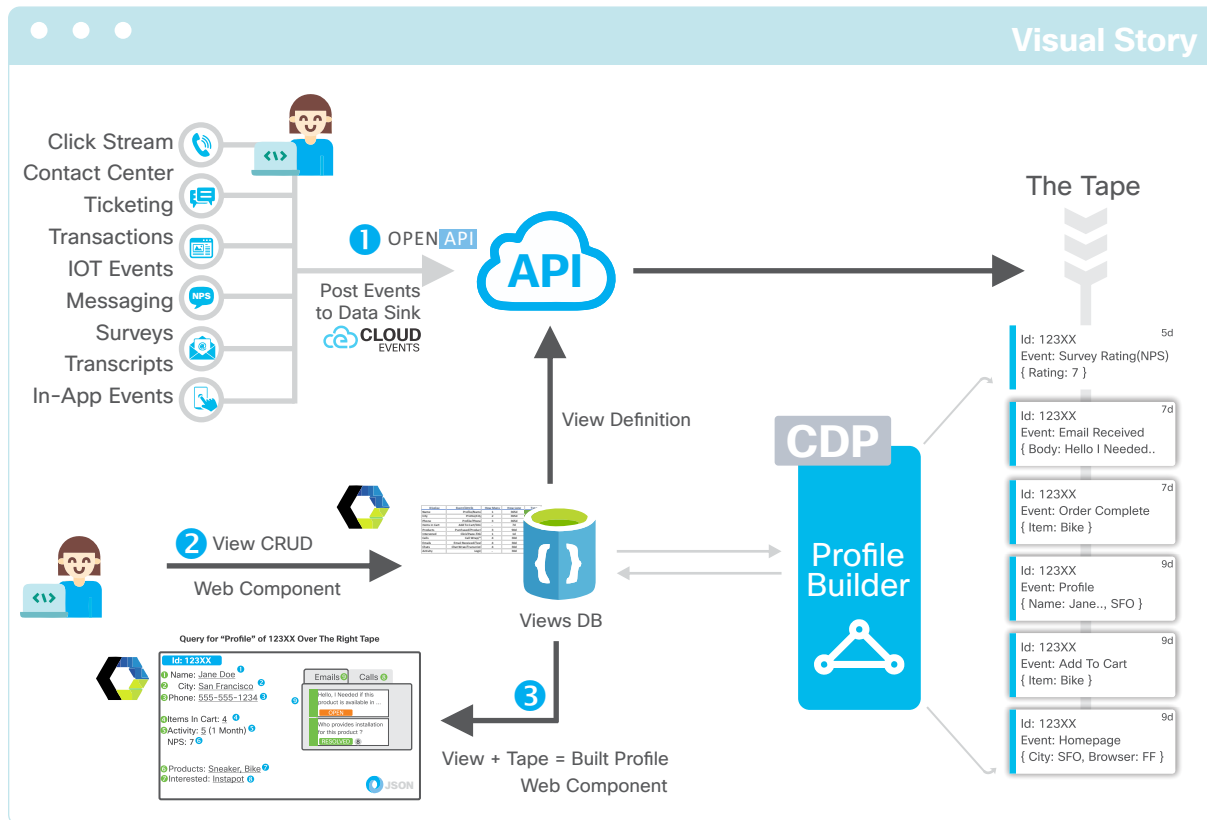Display much more than Survey Data

Descriptive Summary

- VoC program is able to push cloud events to REST API from any source (Web, Voice, Chat, Email, Email Open, Click, etc)
- Tracked events arrive onto Data Sink API
- Progressive Profiles (CDP) are served on-demand in real-time from the incoming event stream off the Tape, Unique identification is as selected by Developer and common across event sources (CustomerID, ANI, CID, Email, Hash of Email, etc)

Provided BOM

1. Ready Web Component to plug into applications or to customize.
2. Define/Edit/Store view on API Side
3. Exchange View ID for on-demand profile off Tape.

Customer Brings

- Developer to interact with Journey APIs
- Developer exchanges view definition for built profile as JSON over REST

Visual Story

"Plug and play Journey capabilities into CEJ gadget with zero effort with ready web components to define views and render served profiles"

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Journey | **Journey Analytics** | **CDP**

14 Next Best Action ☁SaaS

Provide Recommendations as part of a CDP Profile for Human Agent or Machine action
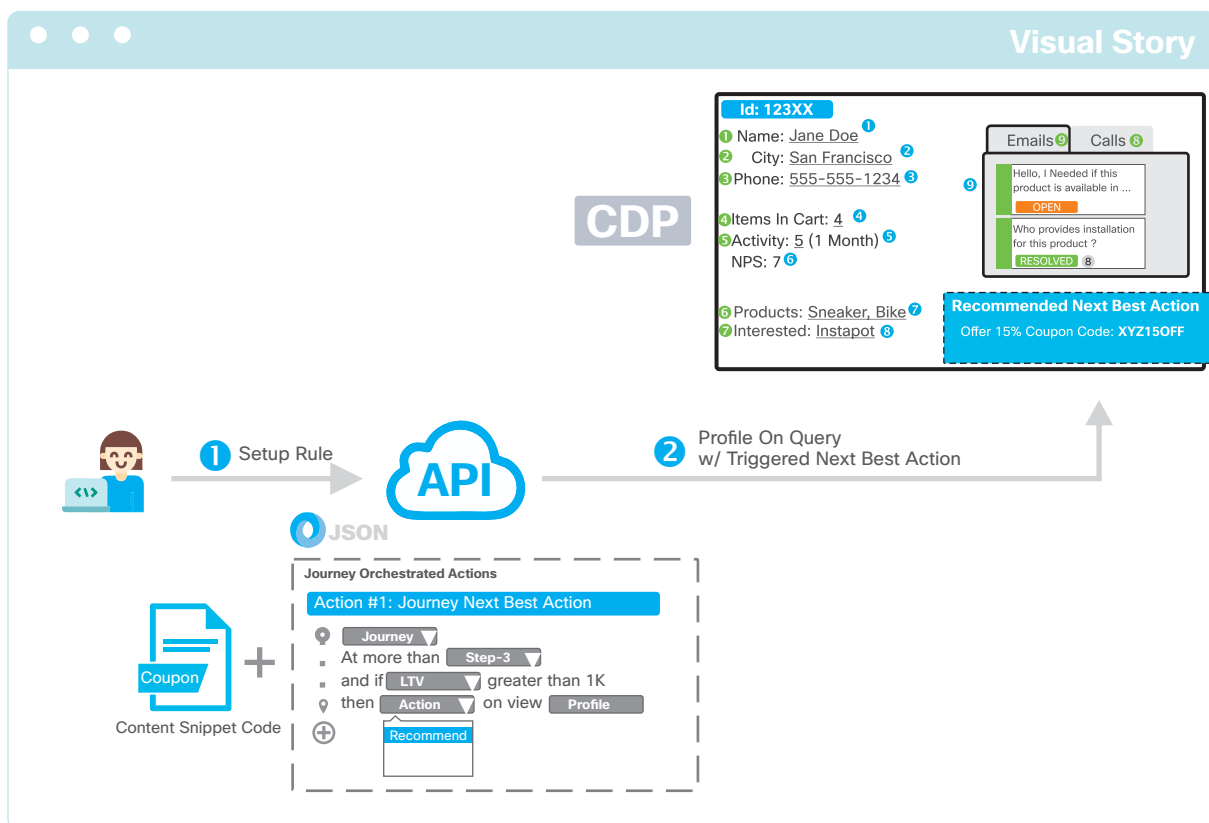
● Descriptive Summary

- Developer can create rules with Orchestration to trigger recommendations for display on any view profiles when the rule is met with incoming data
- Profile JSON will contain Recommend Next Best Action that is a suggestion for human or machine to act upon, for instance a human agent can offer a discount to retain an about to churn customer as detected by say "request cancel account" events on website
- Machine use, for instance, IVR wait prompt to announce a discount code or up-sell offer for a related product based on previous purchase

● Provided BOM

1. JS Tag and Example Implementation
2. Sample Full Reference Example

● Customer Brings

- Developer to add JS Tag
- Ready Content Snippet for Display

Visual Story

Id: 123XX

❶ Name: Jane Doe ❶
❷ City: San Francisco ❷
❸ Phone: 555-555-1234 ❸

❹ Items In Cart: 4 ❹
❺ Activity: 5 (1 Month) ❺
NPS: 7 ❻

❻ Products: Sneaker, Bike ❼
❼ Interested: Instapot ❽

CDP

Emails ❾ Calls ❽

Hello, I Needed if this product is available in ...
OPEN

Who provides installation for this product ?
RESOLVED ❽

❾

Recommended Next Best Action
Offer 15% Coupon Code: **XYZ15OFF**

❶ Setup Rule → **API** ❷ Profile On Query w/ Triggered Next Best Action

JSON

Content Snippet Code

Coupon +

Journey Orchestrated Actions

Action #1: Journey Next Best Action

◉ Journey ▾
At more than **Step-3** ▾
and if **LTV** ▾ greater than 1K
◉ then **Action** ▾ on view **Profile** ▾
⊕ Recommend ▾

API

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"Recommend content or actions on profile using Journey data for consideration to act/offer by human or machine"

Journey **CDP** **Orchestration**

Blanket Journey View SaaS API

Journey View across Application with Blanket Account/Agents Access without Extra Licenses
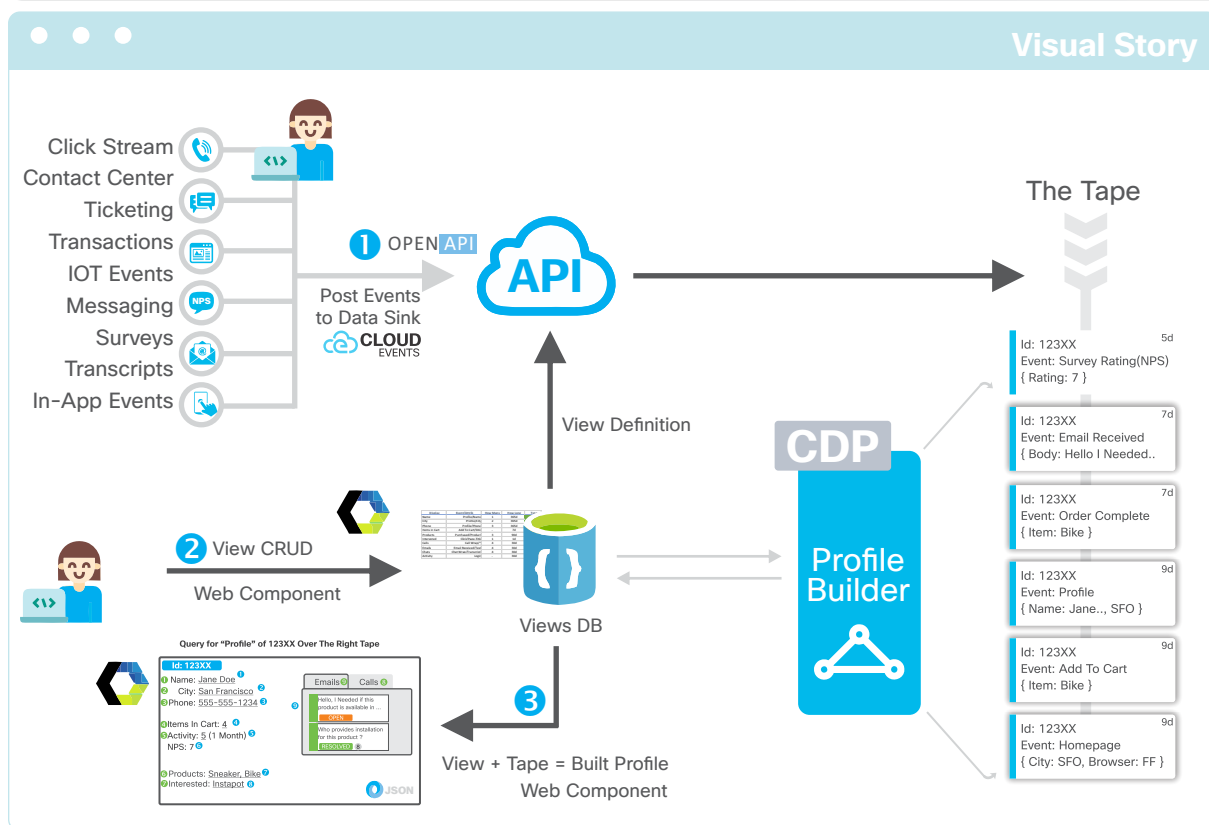
Descriptive Summary

- Application is able to push cloud events to REST API from any source (Web, Voice, Chat, Email, Email Open, Click, etc) sliced by "org" Id.
- Tracked events arrive onto Data Sink API
- Progressive Profiles (CDP) are served on-demand in real-time from the incoming event stream off the Tape, Unique identification is as selected by Developer and common across events sources (CustomerID, ANI, CID, Email, Hash of Email, etc)
- Journey capabilities ready to offer as free or feature flagged turn on/off per tenant when priced

Provided BOM

1. Ready Web Component to plug into applications or to customize (Momentum)
2. Define/Edit/Store view on API Side
3. Exchange View ID for on-demand profile off Tape.

Customer Brings

- Developer to interact with Journey APIs
- Developer exchanges view definition for built profile as JSON over REST

Visual Story API

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Click Stream
Contact Center
Ticketing
Transactions
IOT Events
Messaging
Surveys
Transcripts
In-App Events

① OPEN API

Post Events to Data Sink CLOUD EVENTS

API

The Tape

View Definition

② View CRUD

Web Component

Views DB

CDP

Profile Builder

Query for "Profile" of 123XX Over The Right Tape

Id: 123XX
① Name: Jane Doe
② City: San Francisco
③ Phone: 555-555-1234
④ Items in Cart: 4
⑤ Activity: 5 (1 Month)
NPS: 7
⑥ Products: Sneaker, Bike
⑦ Interested: Instapot

Emails Calls
Hello, I Needed if this product is available in ...
OPEN
Who provides installation for this product ?
RESOLVED

JSON

③
View + Tape = Built Profile
Web Component

Id: 123XX   5d
Event: Survey Rating(NPS)
{ Rating: 7 }

Id: 123XX   7d
Event: Email Received
{ Body: Hello I Needed..

Id: 123XX   7d
Event: Order Complete
{ Item: Bike }

Id: 123XX   9d
Event: Profile
{ Name: Jane.., SFO }

Id: 123XX   9d
Event: Add To Cart
{ Item: Bike }

Id: 123XX   9d
Event: Homepage
{ City: SFO, Browser: FF }

"Plug and play Journey capabilities into any Contact Center (any edition) with zero effort with ready web components to define views and render served profiles"

Journey   **Journey Analytics**   **CDP**

Meetings Journeys Per Host SaaS API

Capture Events across Customer Life Cycle to Understand, Optimize and Provide Insights
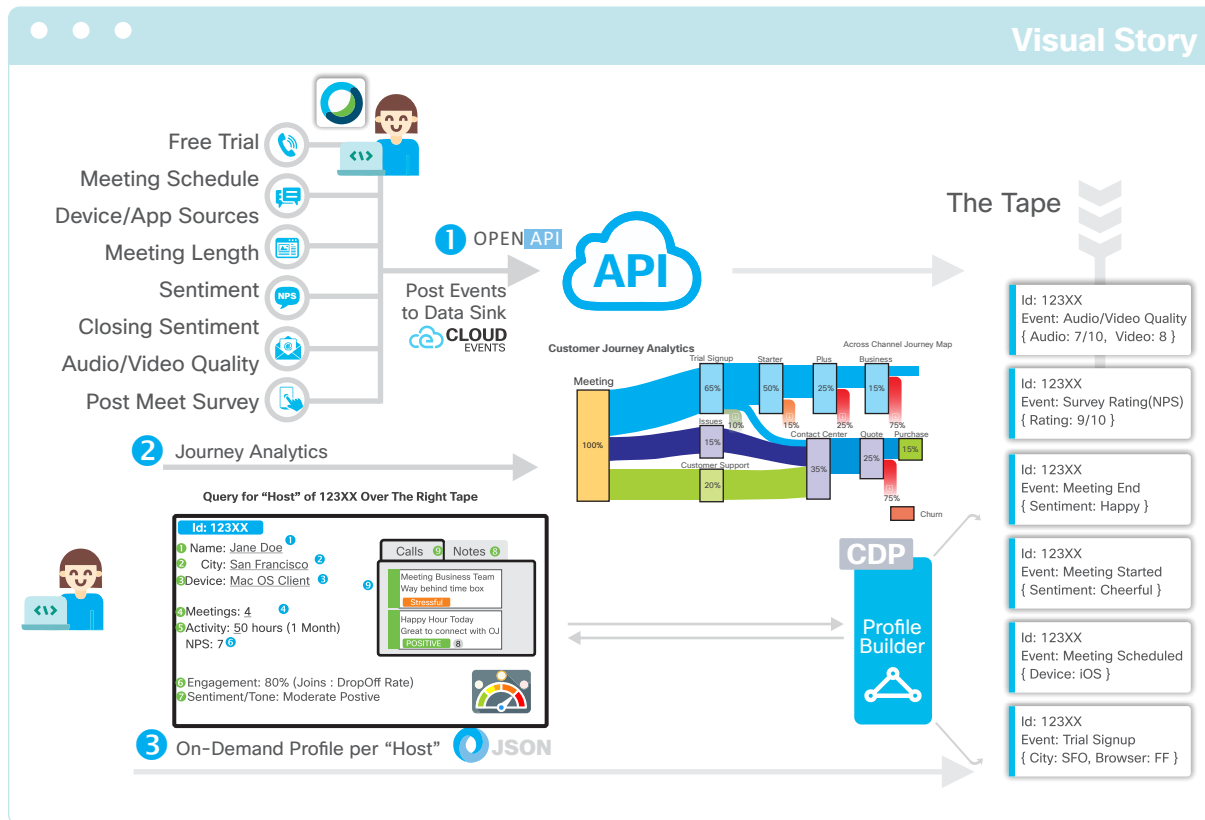
● Descriptive Summary

- Create Journey for every host across meetings with how many people joined, what their experience was, engagement levels, how many dropped off, meeting sentiment, quality of call and more
- Choose to offer "Screen Time"(similar to Apple) stats to every host as part of their plan or provide business dashboard for businesses to view meeting analytics at a aggregate level - such as who is likely to burn out from meetings, whose meetings are the happiest, stressful and most engaging at a organization/department level
- Journey Analytics helps identify places in Journeys where experience breaks or significant traffic flow drop occurs aggregated by even type and which events occur before and after each point in journey

● Provided BOM

1. API Documentation to post events
2. API Documentation & samples to listen and query The Tape
3. Exchange Host ID for on-demand progressive profiles off Tape.

● Customer Brings

- Developer to interact with Journey APIs
- Push events from Meetings

"Screen Time"(similar to Apple) stats to every host as part of their plan and business dashboards for businesses to view meeting analytics at a aggregate level - such as who is likely to burn out from meetings, whose meetings are the happiest or most stressful"

Journey **Journey Analytics** **CDP**

20 **Proactive Quality/Rescue** SaaS API
Proactively Intervene During a Journey that Enters the "Valley of Doom" with Orchestration

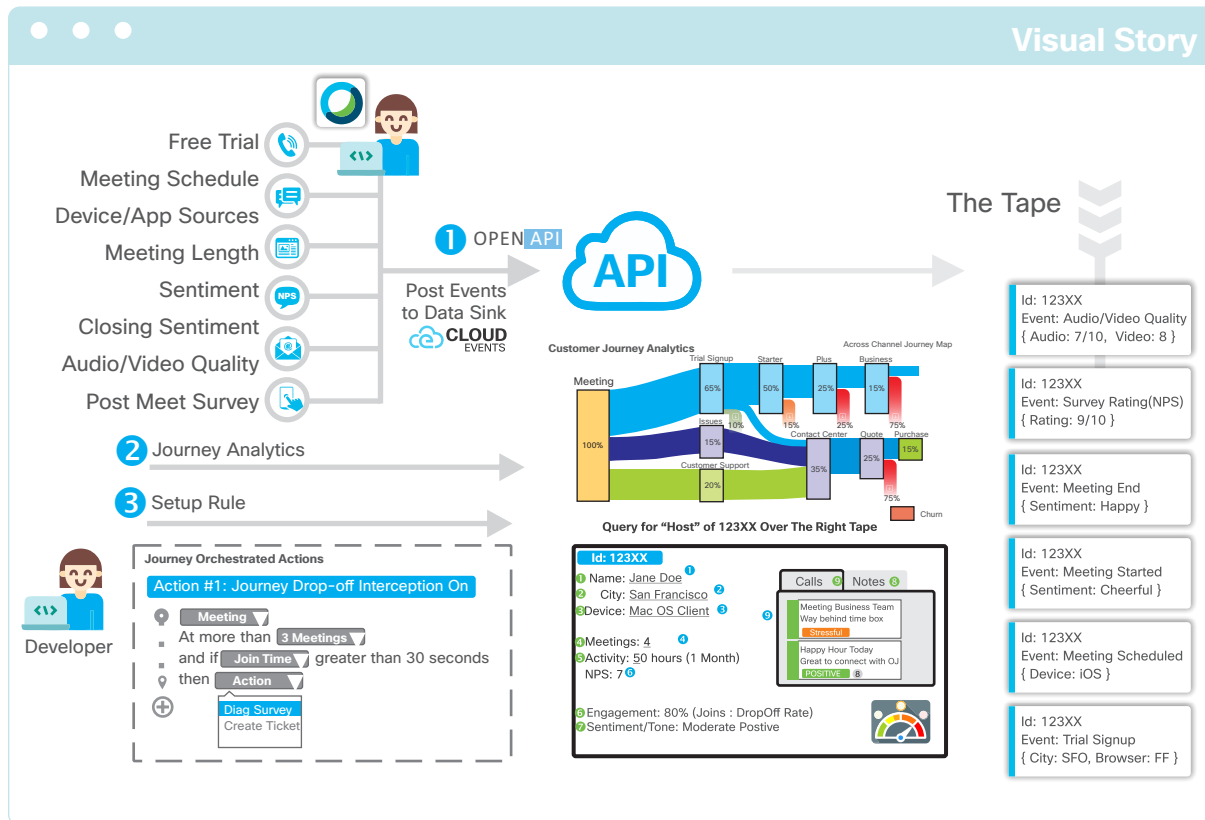Use case Data Sheet

Descriptive Summary

- Create Journey for every host across meetings with how many people joined, what their experience was, engagement levels, how many dropped off, meeting sentiment, quality of call and more
- Improve experience drop-off and intervene to reduce churn & improve user satisfaction
- Detect outlier Journeys using Journey Analytics to intervene with Journey Orchestration to present diagnostic survey to pin "what went wrong"

Provided BOM

1. API Documentation to post events
2. API Documentation & samples to listen and query The Tape
3. API to setup Orchestration rules and actions

Customer Brings

- Developer to interact with Journey APIs
- Push events from Meetings

Visual Story

The Tape

① OPEN API
Post Events to Data Sink
CLOUD EVENTS

② Journey Analytics
③ Setup Rule

Developer

Journey Orchestrated Actions
Action #1: Journey Drop-off Interception On
- Meeting
- At more than 3 Meetings
- and if Join Time greater than 30 seconds
- then Action
- Diag Survey / Create Ticket

Customer Journey Analytics

Query for "Host" of 123XX Over The Right Tape

Id: 123XX
① Name: Jane Doe ②
② City: San Francisco
③ Device: Mac OS Client ③
④ Meetings: 4 ④
⑤ Activity: 50 hours (1 Month) NPS: 7 ⑥
⑥ Engagement: 80% (Joins : DropOff Rate)
⑦ Sentiment/Tone: Moderate Positve

Calls ⑦ Notes ⑧
Meeting Business Team Way behind time box — Stressful
Happy Hour Today Great to connect with OJ — POSITIVE ⑧

Id: 123XX
Event: Audio/Video Quality { Audio: 7/10, Video: 8 }

Id: 123XX
Event: Survey Rating(NPS) { Rating: 9/10 }

Id: 123XX
Event: Meeting End { Sentiment: Happy }

Id: 123XX
Event: Meeting Started { Sentiment: Cheerful }

Id: 123XX
Event: Meeting Scheduled { Device: iOS }

Id: 123XX
Event: Trial Signup { City: SFO, Browser: FF }

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"Proactively intervene within a Journey to nudge and keep customers on the happy path, including behind the scenes ticketing to resolve issues proactively"

Journey | CDP | Orchestration