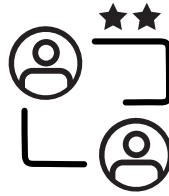


JOURNEY MANAGEMENT DRIVING
THE WORLD'S MOST EMPATHETIC
CUSTOMER EXPERIENCES



Inspire Journey:

Sophisticated customer journey mapping, analytics and orchestration from the world's most trusted customer communications management (CCM) solution provider.

Create exceptional customer journeys, elevate experiences

Inspire Journey is the only cloud-based journey management solution that integrates customer journey mapping, analytics and orchestration technologies to deliver customer-first experiences.

Gone are the days when one-size-fits-all customer journeys drive value. CX-obsessed companies have raised the standard. Every interaction a customer has with your organization is an opportunity to delight or disappoint.

To compete today, enterprises must meet the new threshold of empathetic, hyper-personal, omnichannel experiences. To achieve this, companies must engineer human-centric experiences within the context of every individual's unique journey. But, analysts like Omdia, Gartner, Aspire and Forrester agree that most businesses are at risk of failure to deliver on these expectations.

Enterprises must go beyond mission statements and achieve true cultural transformation. With Inspire Journey, you can put customers at the heart of your organization. Empower CX advocates with a deep, enterprise-wide understanding of business impacts tied to each customer interaction along their lifecycle and orchestrate the exceptional experiences that jump-start your path to total CX transformation.

BACKED BY THE EXPERTS

Gartner, Omdia,
Forrester, IDC, Aspire,
and Quadrant
Knowledge Solutions

EXPERIENCE

A rich history
of world-class
leadership

PROVEN RESULTS

97% customer
satisfaction rate

EXPERTISE

Over 1 trillion personalized
experiences delivered



“

ONE IN THREE CUSTOMERS
WILL WALK AWAY FROM A
BRAND AFTER ONE POOR
EXPERIENCE, AND 90% WOULD
LEAVE AFTER TWO TO FIVE
POOR EXPERIENCES.

— SAS, 2020

“

66% OF CUSTOMERS
EXPECT COMPANIES
TO UNDERSTAND
THEIR NEEDS AND
EXPECTATIONS.

— Salesforce, 2020

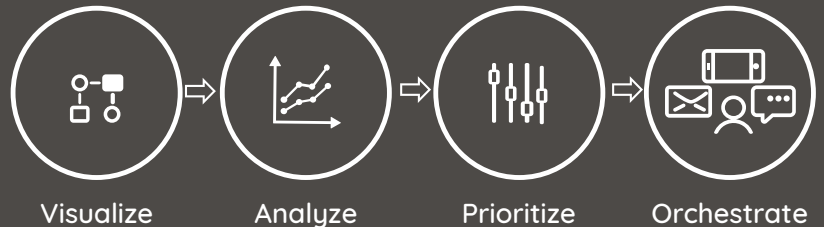
“

CUSTOMER EXPERIENCE HAS NEVER BEEN MORE IMPORTANT. LEADING ORGANIZATIONS ARE REIMAGINING THEIR JOURNEYS TO EARN CUSTOMERS' LOYALTIES. WE LOVE INSPIRE JOURNEY BECAUSE IT'S THE ONLY SUITE ON THE MARKETPLACE THAT LETS CX EXPERTS DOCUMENT, DESIGN, AND IMPLEMENT THESE NEW JOURNEYS.

— Jim Tincher, Mapper-In-Chief, Heart of the Customer

INSPIRE JOURNEY KEY CAPABILITIES

Inspire Journey is comprised of strategic cloud-based capabilities that work together to leverage insights into actionable, exceptional customer experience.



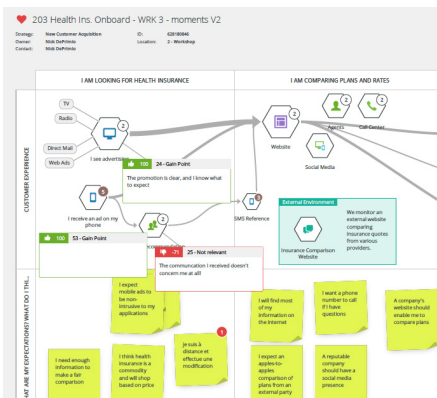
Visualize

Analyze

Prioritize

Orchestrate

YOUR PATH TO CUSTOMER-FIRST CX TRANSFORMATION



Visualize

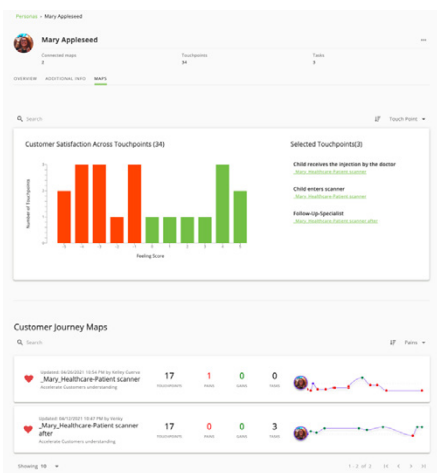
DEEPEN EMPATHY WITH LIVING, BREATHING CUSTOMER DASHBOARDS

Comprehensive visualization lets every employee experience a journey as a customer does, linking each touchpoint of the lifecycle in a global map. Cutting edge collaborative design and dynamic mapping tools enable remote collaboration and orchestration across your entire enterprise.

Analyze

LEVERAGE DATA FOR POWERFUL PERSONALIZATION

Inspire journey is the only journey management solution that integrates data directly into maps to inform and orchestrate personalized customer communications. Dynamically connect to every interaction point for accurate insights into each individual customer's needs and track their journeys in real-time across all channels.



Prioritize

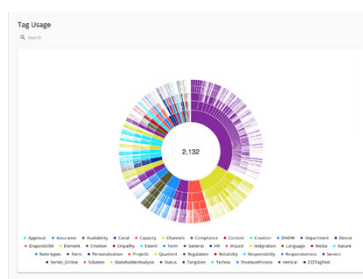
IDENTIFY THE RIGHT ACTIONS AT THE RIGHT MOMENT

Inspire Journey's interactive tools maximize ROI by letting you identify critical touchpoints and prioritize the most impactful improvements for your transformation strategy.

Orchestrate

ORCHESTRATE EXCEPTIONAL EXPERIENCES

With a deep contextual understanding of each customer journey, your CX specialists are empowered to orchestrate unique experiences for every customer with data-driven next-best actions.



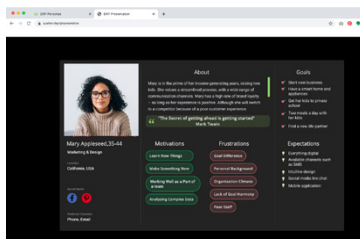
TRANSFORM YOUR CX, ONE OPTIMIZED CONNECTION AT A TIME

As the only customer journey management solution recognized by analysts to integrate communication touchpoints with your customers, Inspire Journey gives you unrivalled insights into the business impacts of your customer communications and powers transformative CX improvements.



WITH INSPIRE JOURNEY YOU CAN:

FOCUS ON THE CUSTOMER, NOT THE CHANNEL



Inspire Journey is the only cloud-based journey mapping tool that incorporates digital and physical touchpoints into journey maps, allowing you to visualize the whole experience, see customer communications and measure their feedback across every channel and silo.

SCIENTIFICALLY ORCHESTRATE EXCEPTIONAL EXPERIENCES, PERSONALIZE CONNECTIONS



Enhance existing data and leverage real-time analytics to orchestrate, and automate, deeply personal interactions through next best actions.

PRODUCE CX ADVOCATES, START CUSTOMER-DRIVEN TRANSFORMATION



Bring customers' experiences to life in every desk in your organization with real-time KPI data that dynamically measures the business impact of every user's action - creating CX champions and customer-centric culture.

EMPOWER ACTION, DEMONSTRATE VALUE



Put your customers at the heart of your organization with design-thinking tools and cross departmental feedback capabilities that empower CX specialists to define and deliver highly personalized next best actions that wow.



Elevate experiences, orchestrate moments that matter

- EMPOWER CX ADVOCATES
- ORCHESTRATE EXCEPTIONAL, PERSONALIZED EXPERIENCES
- LEVERAGE DATA TO OPTIMIZE CRITICAL MOMENTS
- ACHIEVE CUSTOMER-FIRST TRANSFORMATION
- ENHANCE CUSTOMER EXPERIENCE
- MEASURE KEY EXPERIENCE INDICATORS
- IMPROVE BUSINESS OUTCOMES
- DEMONSTRATE VALUE



“

51% OF ORGANIZATIONS CITED ANALYTICS, INSIGHTS, AND DASHBOARDING, AND 37% CITED CUSTOMER JOURNEY ANALYSIS AND OPTIMIZATION AS THEIR HIGHEST DIGITAL CUSTOMER EXPERIENCE INVESTMENT PRIORITIES FOR 2021.

— CMSwire, The State of Digital Customer Experience, 2021

“

76% OF EXECUTIVES AGREE THAT ORGANIZATIONS NEED TO DRAMATICALLY REENGINEER THE EXPERIENCES THAT BRING TECHNOLOGY AND PEOPLE TOGETHER IN A MORE HUMANCENTRIC MANNER.

— Accenture Technology Vision, 2020

quadi^{ent}
Because connections matter.

About Quadient®

Quadient is the driving force behind the world's most meaningful customer experiences. By focusing on Intelligent Communication Automation, Parcel Locker Solutions and Mail-Related Solutions, Quadient helps hundreds of thousands of customers worldwide simplify the connection between people and what matters. For more information about Quadient, visit quadiant.com.