



# Create actionable journey maps.

Understanding your customers and the current state of their experience through customer journey mapping (CJM) is critical to your success. Done right, journey mapping has the power to transform the customer experience.

However, a fundamental flaw exists in every CJM tool on the market today: they create maps that aren't actionable and don't tell the full story. These tools do not connect to the assets your customers interact with daily, and they fail to enable the business to take swift action to improve the CX.

Quadi<sup>ent</sup>® Customer Journey Mapping is the only cloud-based journey mapping tool that incorporates the digital and physical touchpoints your customers interact with into your journey maps. Customer experience teams easily share feedback with business users directly through the tool, so improvements are made in real-time.

“Quadi<sup>ent</sup> is investing heavily in customer journey mapping tools that connect Inspire’s CCM capabilities with a customer experience platform (including business intelligence tools) to facilitate multichannel, context-rich communications.”

— 2017 Gartner Magic Quadrant for Customer Communications Managements Software

**Experience**  
Over 6,000 customers worldwide



**Backed by the experts**  
Ranked a Leader by Gartner & Forrester



**Future-proof technology**  
Fastest release rates in the industry



**Proven results**  
95% customer satisfaction rate





## 1. CREATE

Quickly create detailed customer journey maps with drag and drop tools, and custom design options.



## 2. CONNECT

Connect communications including letters, contracts, emails, quotes and statements to every touchpoint along the journey.



## 3. COLLABORATE

Collaborate internally and share real-time feedback via social commenting, bringing agility to your enterprise communication strategy.



## 4. ACT

Take immediate action to improve the customer experience (CX) by enabling business users and designers to make suggested changes in real-time.

### **CX transformation, at your fingertips**

Quadient Customer Journey Mapping makes it easy for executives (such as marketing, digital, CX) to view – and take action to improve – their organizations’ entire portfolio of customer communications through a single web interface, regardless of the underlying communication technology.

### **Bring the customer journey to life**

Gain full visibility by linking journey maps directly to the digital and physical touchpoints your customers interact with, including contracts, statements, emails, audio and video files, digital ads and more.

### **Gain visibility and insight**

Create and view maps as a whole, or drill down to gain insight into your customers’ feelings in context. Ensure consistent experiences across the entire customer journey by providing instantaneous feedback to content creators and communications owners.

**“As always, Quadient places significant R&D into their products. Each release reveals new opportunities!”**

— Dave Schuller, IT Director, Venture Solutions



## Make CX improvements, faster

Eliminate never-ending email chains, confusion over ownership, and lengthy change management processes.

Quadient Customer Journey Mapping enables internal stakeholders to collaborate and share ongoing feedback directly within the tool. Comments are automatically routed to owners who make the necessary changes to improve the customer experience right away.

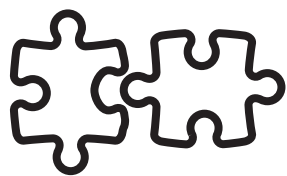
## Ongoing CX enhancement

Customer journey mapping is not a one-time exercise. With Quadient Customer Journey Mapping, you will update and adapt your journey maps to continuously improve the customer experience.

**“Quadient has independent validation from Gartner and Forrester. We appreciate the support Quadient and their user community offers. Their product development roadmap demonstrates innovation and a commitment to the future.”**

**—Senior IT Manager,  
Medium Enterprise  
Government Company**





## Easy integration

Linking your journey maps with your customer communications management (CCM) platform(s) is critical to providing visibility into, and improving, the CX. Quadient Customer Journey Mapping integrates seamlessly with:

- Your existing Inspire CCM environment, enabling business users to share feedback and make changes in real-time.
- Disparate (and competitive) CCM tools and data sources, providing a holistic view of the entire customer journey.
- Third party systems such as analytic tools, social media content, and BPO solutions.

**quadient**  
Because connections matter.

### About Quadient

Quadient is the driving force behind the world's most meaningful customer experiences. By focusing on four key solution areas including Customer Experience Management, Business Process Automation, Mail-related Solutions, and Parcel Locker Solutions, Quadient helps simplify the connection between people and what matters. Quadient supports hundreds of thousands of customers worldwide in their quest to create relevant, personalized connections and achieve customer experience excellence. Quadient is listed in compartment B of Euronext Paris (QDT) and belongs to the SBF 120 index.

**For more information about Quadient, visit [www.quadient.com](http://www.quadient.com).**

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