

Journey Accelerator



Contents

- Chapter 1. Introduction..... 1**
- Chapter 2. Credit Card Activation.....2**
- Chapter 3. Retail Subscription Service..... 3**
- Chapter 4. Telco Handset Upgrade.....4**
- Chapter 5. Contactless Hotel..... 5**
- Chapter 6. Steps to Import.....6**

Chapter 1. Introduction

Journey Accelerators are prebuilt industry specific Journeys available in 12.1.1. These Journeys are built keeping customer experience in mind. These journeys will inspire marketer to create similar experiences in their environment.

Following accelerators/pre-built Journeys are available in 12.1.1. release.

Chapter 2. Credit Card Activation

Enable customers to activate and become active users of their newly acquired credit card.

This journey follows customers through each step, including:

Activation of the credit card.

First purchase using the activated credit card.

Usage check of the activated credit card over a 30-day period.

Introduction of customers to loyalty using email as the preferred channel of communication.

Milestones: Card Activated, Made First Purchase, Active Usage

Goals: Card Activation, First Purchase, Active Usage

Channels: Email, Social Media

Timeframe: Always On

Chapter 3. Retail Subscription Service

Facilitate brand awareness in your new customers. Customers are sent communications based on store preference, top purchase category, and preferred interest category. Customers are also encouraged to sign up for newsletters, which are personalized in real-time based on date, member level, preferred interest, and top purchase category, among other factors, such as propensity model scores. Customers who have signed up for a newsletter and have made multiple purchases are invited to sign on to one of the convenient product subscription services. This accelerator can be tailored for any customer relationship maturation journey.

Milestones: First purchase, Newsletter subscription, Product subscription

Goals: Newsletter conversions, Product subscription service conversions

Channels: Email, SMS

Timeframe: Always On

Chapter 4. Telco Handset Upgrade

Promote the benefits of a mobile phone upgrade, based on each customer's handset preference. To monitor the promotion, track customers' email open rates and conversion rates. This accelerator can be tailored for any upgrade or upsell promotion across industries, such as product promotions, tickets, and travel reservations.

Milestones: None

Goals: Apple conversions, Samsung conversions, Google conversions, Other handset conversions

Channels: Email, SMS

Timeframe: Always on

Chapter 5. Contactless Hotel

Provide a contactless, personalized experience for your customers. Welcome them each step of the way, from reservation to checkout by providing destination details, allowing them to set personal preferences, and recommending personalized upgrades to help them maximize their experience, all while monitoring your business goals. This accelerator can be tailored for any reservation-based or ticket-based events: room, car, vacation, events, concerts, conferences, and more.

Milestones: Reservation, Check-in, Arrival, Onsite, Checkout

Goals: Number of reservations, Number of stays

Channels: Email, SMS, Direct mail, Mobile push

Timeframe: Always on

Availability

These Journeys can be downloaded and imported in any 12.1.1 environment with following steps.

How to Download

Login into FNO and Journey Windows package zip will be available for download. In the downloaded Journey package, user can get the templates.

Chapter 6. Steps to Import

You can Import Journey from Journey listing page. To Import a Journey, complete the following steps:

1. Click on Import Journey The search window appears.
2. Select the required crc and zip file to be imported from the system. Note: If user selects only zip file or only crc file then on Open an error message is displayed saying Select at least 2 files two proceed. Example for Credit card activation import CreditCardActivation.zip and CreditCardActivation.crc
3. Click on Open Journey file imported successfully. Imported Journey appears on the Journey listing page under Draft Journey. Note: If user has Journey with CRM touchpoint configured and has goals configured on it. When Journey is imported in target system, CRM touchpoint needs to be configured again in target system to access edit goal page without any error.

These Journeys can be modified and saved as templates in 12.1.1