

**Unica Journey V12.1.3
Accelerator Guide**



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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. Increase Wallet Share

Boost revenue by driving first time purchase, and increasing upsell and cross-sell purchases. This accelerator leverages gamification strategy to direct customers from their first time purchase towards a small upsell purchase, then large upsell purchase, and finally a cross-sell bundle purchase. This accelerator can be tailored for any upsell or cross-sell campaign: product upgrades, vacation upgrades and add-ons, account upgrades and add-ons.

Milestones: First Purchase, Upsell Small, Upsell Large, Cross-Sell Bundle

Goals: Level 1 Purchase, Level 2 Purchase, Level 3 Purchase, Level 4 Purchase

Channels: Email, Direct Mail

Timeframe: Always on

Chapter 7. Cart Abandonment

Increase your conversion rate. Send reminders and incentives to customers who have abandoned their cart or form submission. This accelerator can be tailored for any cart submission, application submission, or form submission: product purchase or inquiries, loan applications, profile updates.

Milestones: N/A

Goals: Abandoned Cart Conversion

Channels: Email, Direct Mail

Timeframe: Always on

Chapter 8. Dynamic eNewsletter

Build brand awareness through a personalized customer e-newsletter. Incentivize customers to stay engaged by encouraging them to enroll and set personal preferences. This accelerator can be tailored for any enrollment-based newsletter.

Milestones: Enrolled, Preferences Set

Goals: Enrolled, Preferences Set

Channels: Email

Timeframe: Always on

Chapter 9. Event Marketing

Drive ticket sales for your events. Engage your customers and resellers each step of the way with ticket purchase announcements, reminders, event teasers, and satisfaction surveys, all while monitoring your business goals. This accelerator can be tailored for any reservation-based or ticket-based events centered on specific dates: vacation packages, concerts, conferences, and more.

Milestones: Purchased, Attended

Goals: Customer Purchase, Customer Attendance, Customer Survey Response, Reseller Order, Reseller Survey Response

Channels: Email

Timeframe: Based on Event

Chapter 10. Prescription Home Delivery Acquisition Journey

This Journey is created in partnership with **Embel Assist** (<https://embelassist.com>).

Marketing Objectives:

Convert consumers from filling maintenance medications at retail pharmacies to home delivery. Message Advantages of 3 months supply, Auto Refill, Access to Pharmacists, etc. Message will be to leverage self serve enrollment options or call into the call center. Set communication timing to be in sync with medication fill dates that come due (ex. The last outbound call should be before the next fill date) Convert consumers from filling maintenance medications at retail pharmacies to home delivery.

Milestones: Eligible, Engagedm Enrolled, First Prescription Conversion

Goals: Program Overview Response

Channels: Email, Outbound call, Direct Mail

Timeframe: Always on

Chapter 11. Wellness Program Participation Journey

Drive wellness program enrollment and adoption. Members are invited to enroll and create a profile. Members are then incentivized to set and track health goals. This accelerator can be tailored for any program adoption journey.

Milestone : Enrolled, Profile Completed, Goals Set, Goals Started, Goals Completed

Goals : Members Enrolled, Goals Set, Goals Complete

Channels : Email, SMS, Direct Mail, Member Portal, Inbound Call Center, Outbound Call Center,

Timeframe : Always on

Chapter 12. Cross Channel Welcome Campaign

Send print, voice blast, email, and SMS communication streams to recent new and returning subscribers. Tailor messaging that is appropriate to the subscriber's brand adoption experience. This accelerator can be tailored for any subscription-based welcome journey.

Milestones : Subscribed, Completed Payment

Goals : New Subscription, Returning Subscription, Multi Different Brand Subscription, Multi Same Brand Subscription

Channels: Email, Direct Mail, IVR, Call Center

Timeframe : Always on

Chapter 13. Loyalty Points Club Mobile App Adoption Journey

Increase your loyalty points club effectiveness by driving adoption of your mobile app. Send reminders, confirmation messages, and incentives to customers via mobile push. This accelerator can be tailored for any points club adoption and mobile app adoption journey.

Milestones : Downloaded App, Reservation Completed, Preferences Set, Checked In, Survey Completed

Goals : Downloaded App, Completed Reservations, Completed Stays, Completed Survey

Channels : Email, SMS, Inbound Customer Portal, Mobile Push

Timeframe : Always on

Chapter 14. 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 `Credit Card Activation.zip` and `Credit Card Activation.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 from v12.1.1