



# *Customer Engagement*

IT'S NOT  
*YOUR* JOURNEY,  
IT'S *THEIRS*

# *what we'll cover today...*

1

**THE  
WINDS of  
CHANGE**

2

**UNLEARN**  
*everything  
you thought  
you knew about  
customer  
journeys*

3

**LEARN**  
*to recognize  
the customer  
manages their  
own journey*

4

**SAGA  
TRAVEL**  
*leading  
the way*

*the landscape has changed...*





*businesses are struggling to keep up*





*what we'll cover today...*

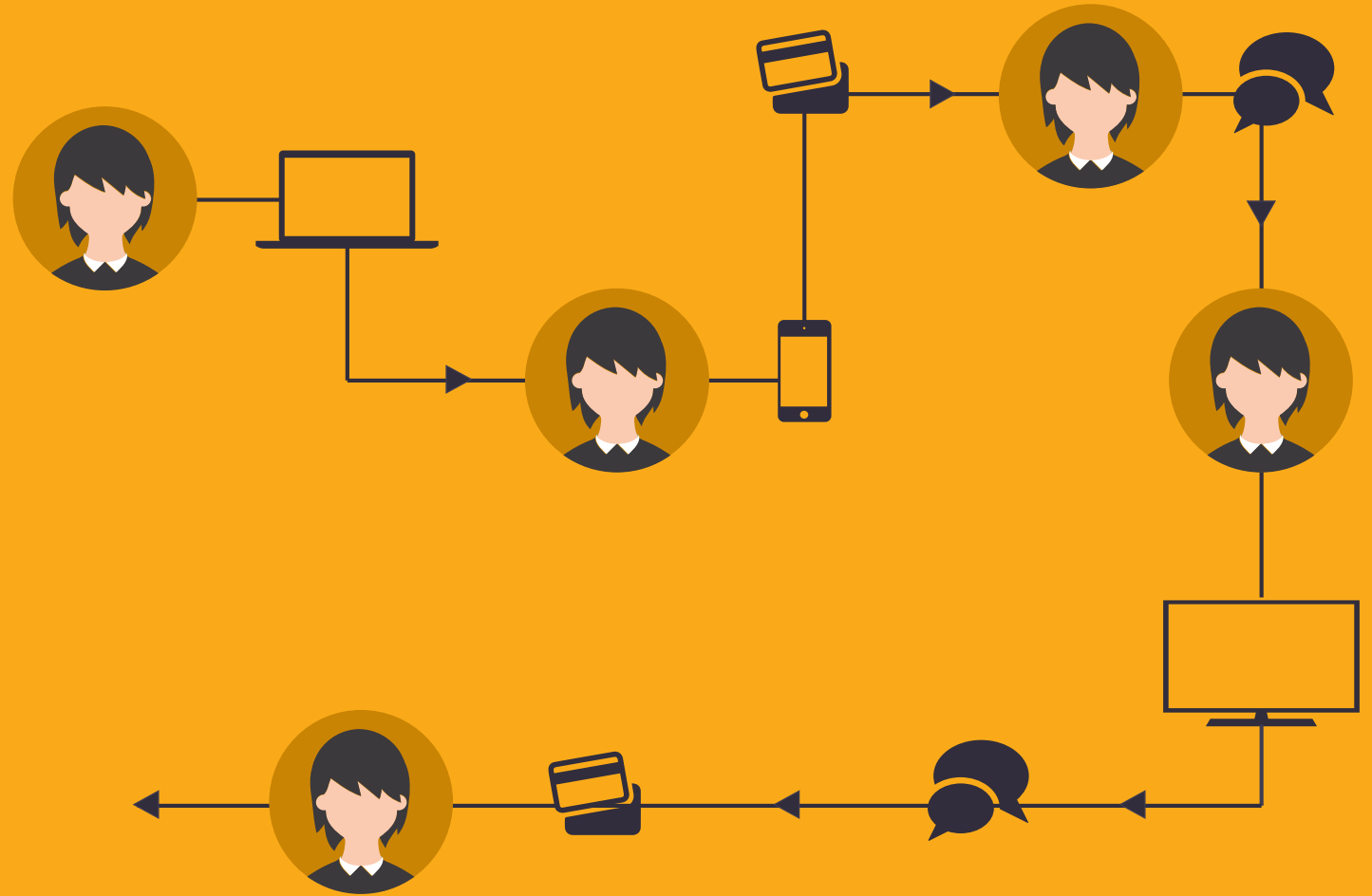
2

**UNLEARN**

*everything  
you thought  
you knew about  
customer  
journeys*

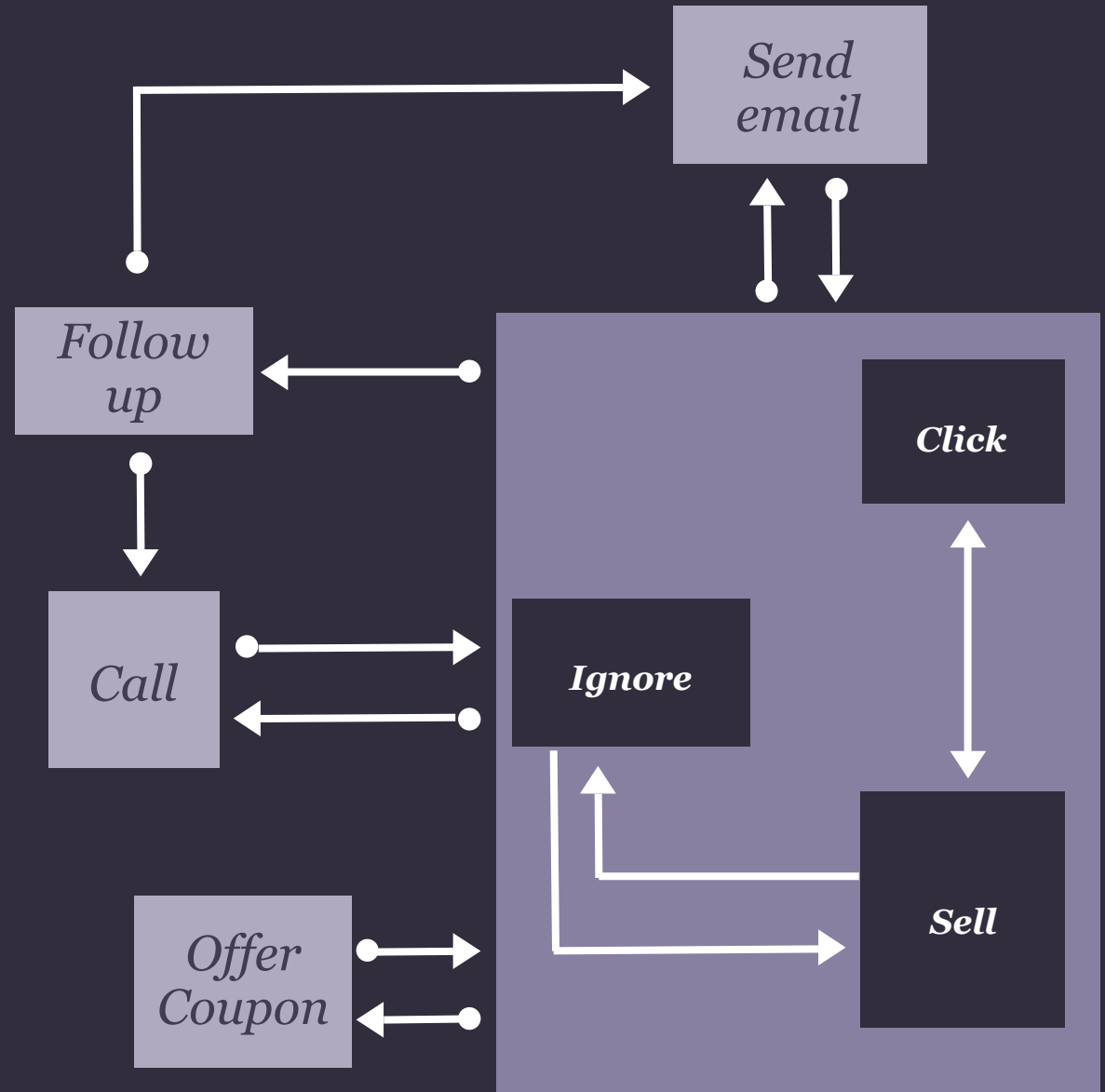
# MYTH 1

*customer journeys are fixed*



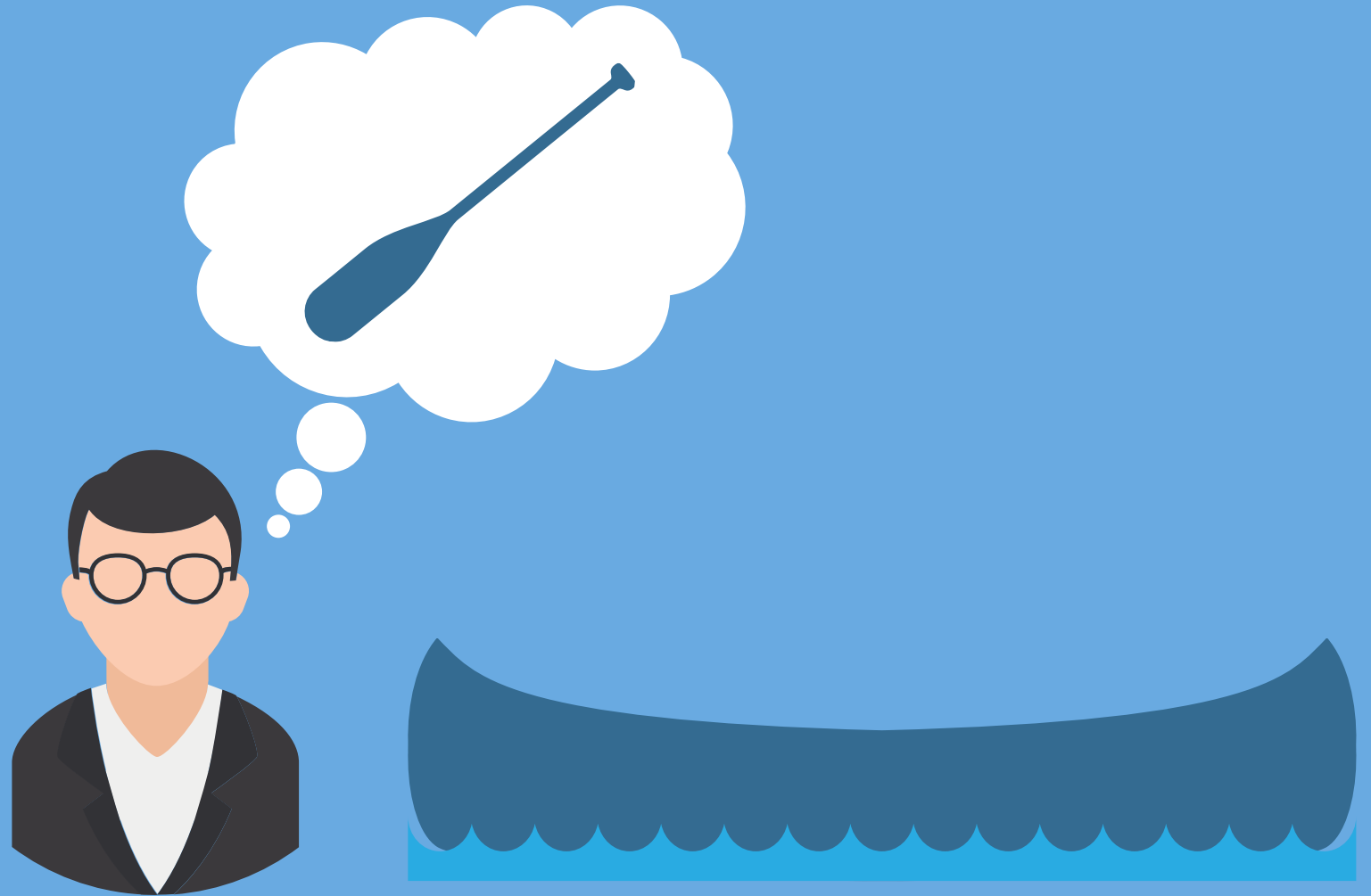
# MYTH 2

*managing  
the journey  
is in your  
control*



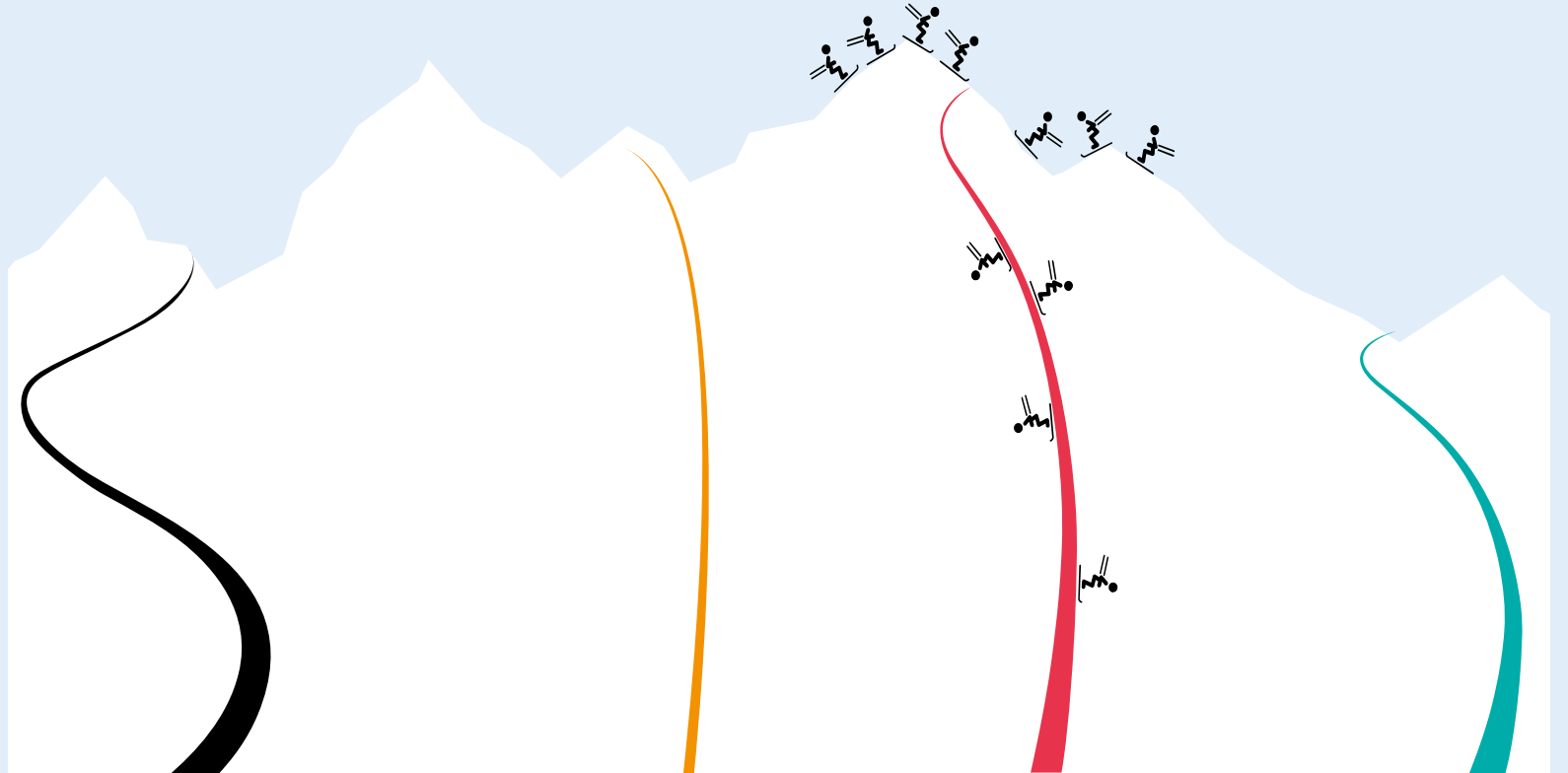
# MYTH 3

*current  
journey  
analytics  
insight is  
actionable*



# MYTH 4

*there is **a** customer journey*



*what we'll cover today...*

3

**LEARN**

*to recognize  
the customer  
manages their  
own journey*

# *what is a* **CUSTOMER MANAGED JOURNEY**

*The unique and personal flow of interactions based on context, preferences and choices of the customer*

*The brand helps deliver value to both customer and brand at each step in the journey*

*The brand learns from each interaction to improve the choices it offers to help customers along their own unique journeys*



*the 6 tenets of the  
customer managed journey*





*It's their journey,  
not yours*



*Each customer can be  
on multiple journeys*



*Every journey is unique,  
dynamic and not linear*



*Businesses need to  
speak with one voice*

# 5

*Every step on the journey  
is an opportunity to create  
value*

# 6

*Journey performance is a  
valuable source of customer  
insight*

# *journeys today vs. journeys tomorrow*



*Passive*

BUSINESS CONTROLLED  
FIXED  
GENERIC  
JOURNEY MAPS



*Actionable*

CUSTOMER MANAGED  
RESPONSIVE  
SPECIFIC  
JOURNEY INSIGHTS

The background of the entire image is a sunburst pattern. It consists of numerous thin, triangular rays radiating from a central point. The rays are colored in various shades of yellow and orange, creating a warm, energetic, and bright effect.

*Richer Engagement*

*Stronger relationships*

*Happier Customers*

*what we'll cover today...*

4

**SAGA  
TRAVEL**  
*leading  
the way*

“Knowing a customer had been looked at a particular hotel several times online, I asked if she had a specific reason for returning to that one hotel and it opened a whole new conversation. I told the customer about some offers due to expire in a couple of days and the result... a confirmed booking and a happy customer”

***Contact Centre Agent***





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