**[24]7.ai**

# [24]7 Journey Analytics™

Deeper insights drive measurable business outcomes

## Deepen customer journey insights, drive measurable change

[24]7 Journey Analytics is an enterprise-wide analytics solution that will help you identify the root cause of customer drop-offs and take immediate action to correct problems. Unlike most analytics solutions which only scratch the surface of customer behavior, [24]7 Journey Analytics goes deeper. By combining data from multiple sources and taking a holistic view of customer behavior across channels, journeys, and time, it pinpoints not just where self-service isn't working, but why. Get actionable insights that drive significant ROI annually. Plus, it's designed for non-technical users. Unify your data and analyze it faster.

## Key Business Benefits

### Identify trends

Uncover patterns in customer behavior across channels, journeys, and time.

### Measure impact

Use metrics to understand how much CX blind spots are costing your organization.

### Discover root cause

By taking a holistic view, we help you understand why customers are dropping off.

### Take action

Don't just find the problem, fix it—actionable recommendations show you how.

### Drive measurable change

Link customer efforts to get things done to actual business outcomes, and save millions.

## Product Features

| FEATURE NAME | FEATURE DESCRIPTION | WHY YOU NEED IT |
| --- | --- | --- |
| Visual Query Builder | Intuitive drag and drop interface enabling analysts to build and analyze customer journeys | Eliminates the need to learn a query language |
| Dominant Path | Identify the relationship between a precursor condition (event, attribute, activity) and subsequent path traversals | Optimize journeys in the moment, prevent customer drop-off |
| Sunburst Dominant Path | List of the most common behaviors (event sequences) that occur either prior or post the event sequence in one picture | |
| Defined Path | Identify common drop off points and deviations from an expected or defined path | |
| Population Comparison | Identify possible predictor variables for a known outcome | Ensures that root cause insights are linked to actions |
| Multi-path Query Builder | Supports complex real-world queries with the incorporation of AND/OR operations to accommodate multiple events and simulate complex journey use cases. | Enables analysts to combine multiple complex journeys |
| Unstructured Data Player | Drill down into chat, call or survey transcripts | Combine qualitative insights with data-driven analytics |
| Timeline View | A true 360-degree view of all customer interactions and touch-points across systems and channels | Simple, accurate insight into all interactions |
| Single Journey Viewer | New UI interface built on top of Journey Analytics platform | View and deep dive into single customer journey to get insights and pre-calculated metrics |
| Flexible Extracts | Extract journey data in CSV, JSON and Database formats to be able to further import the data in traditional BI and other data science tools | Further analyze data, enable seamless orchestration |
| Standard Visualizations | A collection of traditional chart types to visualize static event data (bar, line, row, area, pie, etc.) | Customize data visualizations for easier reporting |
| Advanced Visualizations | A collection of advanced visualization types specific for event flow data (e.g., Sankey chart, chord diagram) | |

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## Actionable insights that return real results

# 30M
annual savings

33 actionable recommendations

Identified in 12 weeks

Leading telecom company

# <1 min
return time for query analysis

Compared to 1 month with traditional tools

# 20 mins
to answer 4 journey queries

SPARK/SQL: 30 hours

KPMG side-by-side comparison

## Boost satisfaction and drive savings:

- +25% digital activities
- +35% sales conversions
- +25 CSAT points

# Instant insights, unmatched speed

### Simplify analytics

- Get up and running quickly with intuitive tools. Designed for non-technical users with simple workflows and visualizations—no complex or proprietary languages required.
- Seamlessly integrate data analytics with verbatim analytics, such as call recordings, and drill down all the way to individual journeys and events. Out-of-box statistical comparisons allow you to automatically identify insights with a click.

### Smart solution

- Patent-pending in-memory technology (DQL) returns results in seconds—a fraction of the time it takes traditional analytics tools. Works with any kind of data, of any size.

# Why you need it?

### Building the big picture in intent

[24]7.ai combines customer data from multiple sources to understand what they mean—not just what they say. More accurate intent prediction means you can help customers get things done faster and more easily, saving time and money while also boosting satisfaction.

### Blending the best of humans and machines

Combine human insight and machine efficiency to drive better results every time. We take a holistic approach that plays to the strengths of bots and agents, with seamless handoffs that go both ways. Leveraging the best of both worlds enables ongoing optimization.

### Maximum effort reduction

The [24]7.ai Engagement Cloud™ drives more meaningful interactions across channels and time, so you can resolve issues faster and better—with the minimum possible effort. Meet your customers where they are and have real, satisfying conversations with them.

# How to Get Started

Whether you're new to analytics or an existing [24]7.ai customer looking to deepen your customer journey insights, [24]7.ai has a framework to match your needs—today and tomorrow. We're the partner you can rely on to outperform your goals. Contact us today.

## Contact us

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## About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world's largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

**For more information visit: www.247.ai**