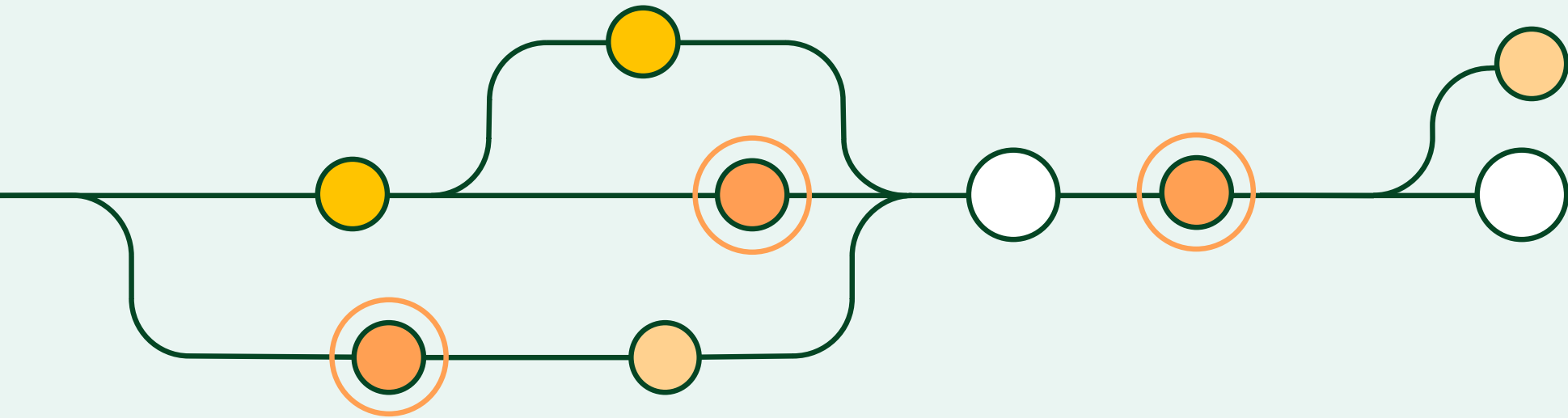


the ROI of journey management



€1,3 million in annual cost savings through the implementation of 4 solutions in a single customer journey

A success story on journey management using TheyDo

Whitepaper
October 2024



essense

what is journey management?

Journey management is the ongoing process of researching, measuring, improving, and coordinating one or more customer journeys.

It involves:

- > Tangible customer insights
- > An agreed set of journeys (journey framework)
- > A standardised way-of-working
- > Metrics for customer data and experience





The goal of journey management is to align teams across departments by keeping the customer at the centre of every stage of the journey, from marketing to customer support.



business impact of journey management

Focusing on the customer journey helps you better anticipate customer needs. By analysing actionable insights, you can identify pain points and areas for improvement within your business.

Implementing journey management can deliver key benefits, including:

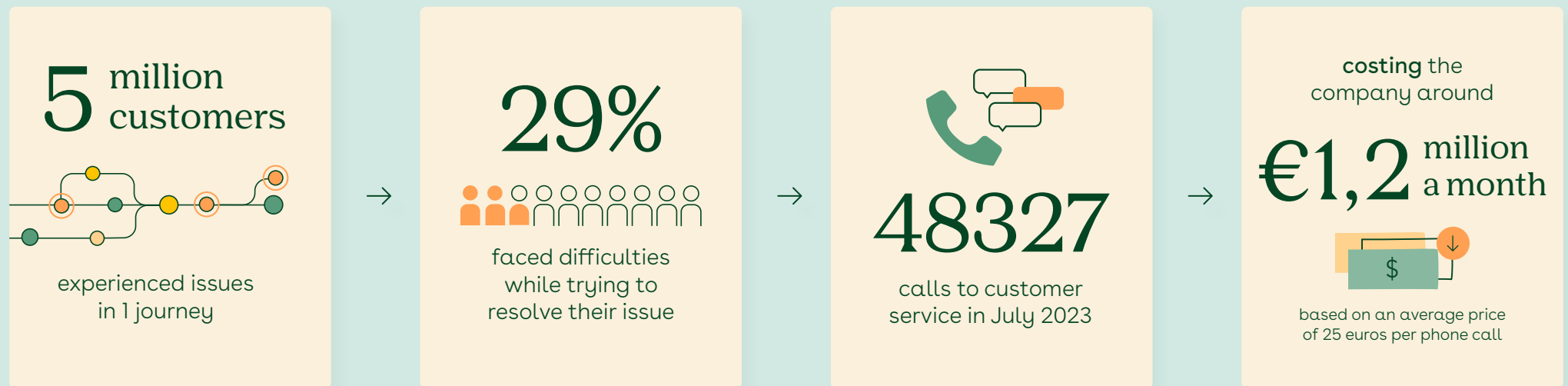
-  Increased customer loyalty & revenue
-  Reduced churn through enhanced customer experiences
-  More efficient operations with minimised duplication of effort
-  Lower operational costs

the focus of this whitepaper

the challenge

tackling customer service overload

In just 1 year, a **broken customer journey** caused huge problems:



our approach

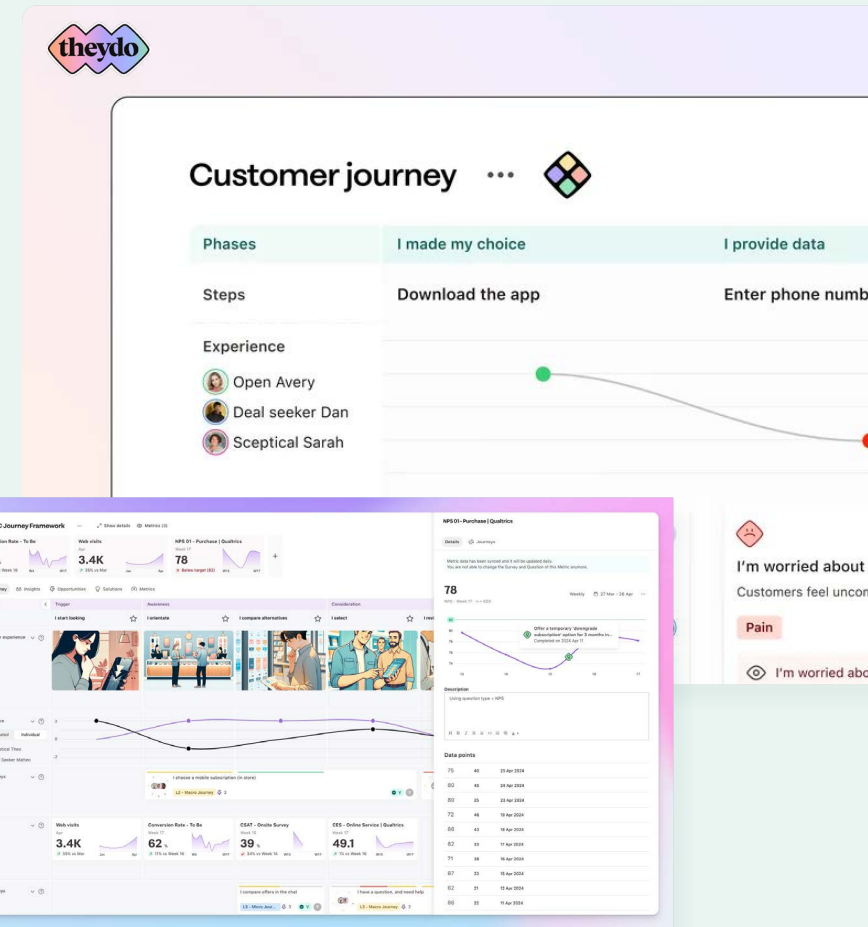
journey-based working in TheyDo

We set the goal to both improve the experience while reducing costs. For this, we followed these steps:

- 1 Mapping the journey in TheyDo (theydo.com).
- 2 Identified 15 pain points for customers engaging with this journey.
- 3 Sessions with a team of experts to define key pain points & opportunities.
- 4 Designing 10 solutions, of which 4 were prioritised to be implemented first.
- 5 **Implementing** 4 solutions in 6 months to optimise the experience for customers and reduce the volume of customer service calls.
- 6 Monitoring the customer service calls and CX metrics to identify impact and issues early on.

See the achieved results on the next page!

*Essense is certified TheyDo partner since 2021.



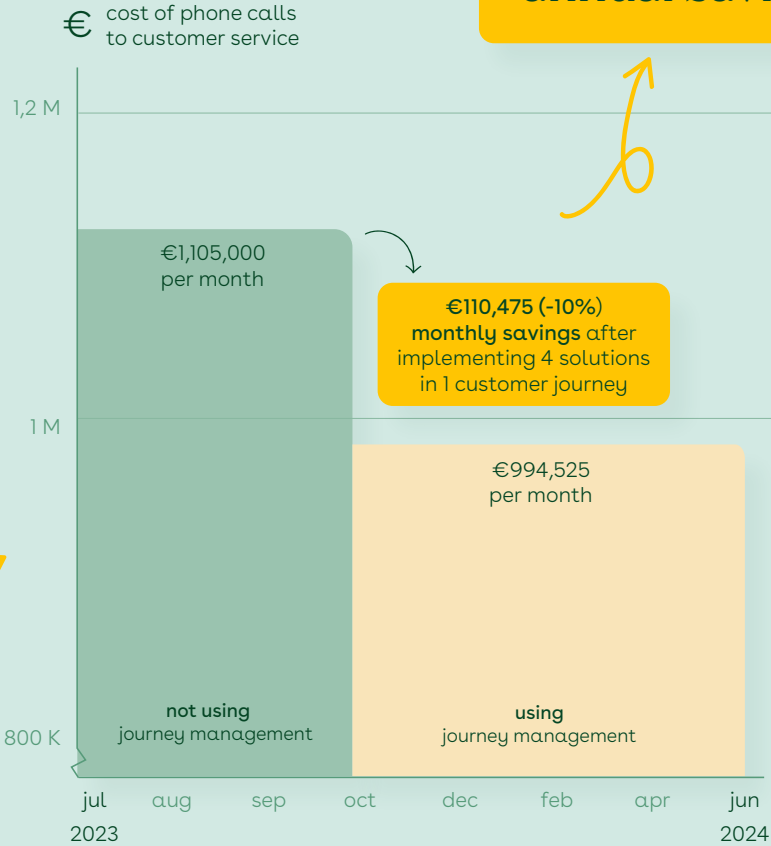
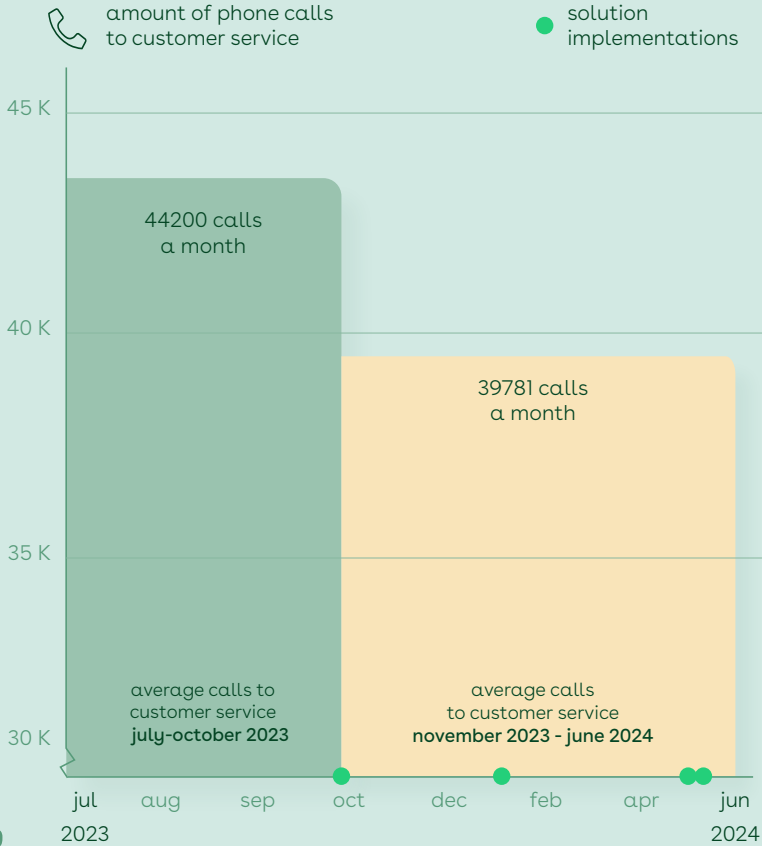
Due to confidentiality, we cannot share the actual content of this case here.



achieved results

The implementation of 4 solutions has successfully reduced customer service calls by 10%, resulting in substantial monthly savings of €110,475 for our client, which equates to €1,325,700 annually.

**€1,325,700
annual savings!**

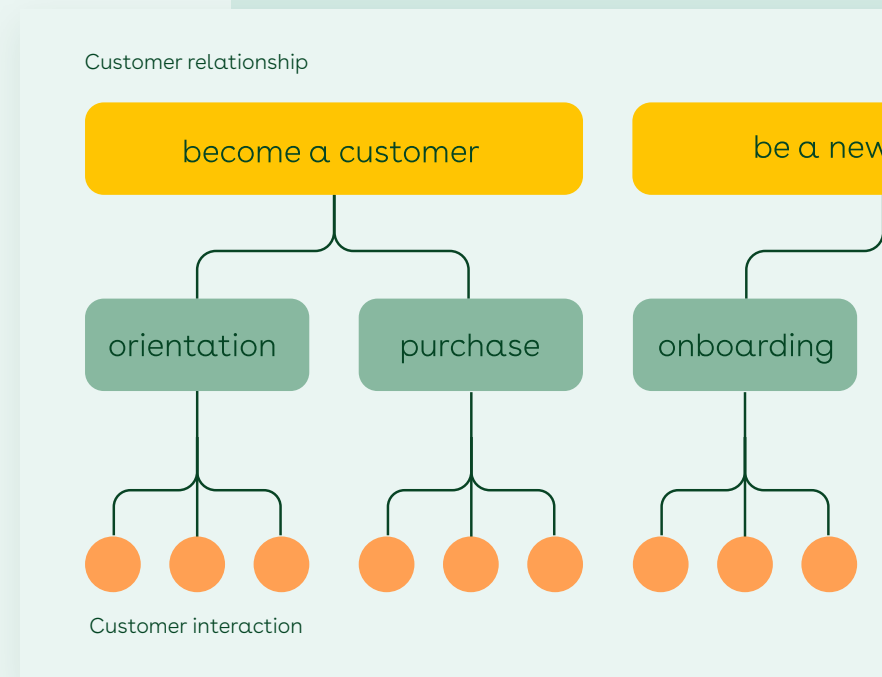


up next: expand journey management across the customer lifecycle



This client will now continue to scale journey management in their organisation with 3 focus areas:

- > **Expand within B2C**
After reducing customer service costs, now focus on expanding to also maximise revenue growth along the entire customer lifecycle, by covering multiple journeys.
- > **Enable monitoring & continuous improvement**
Move from a journey analysis to an ongoing monitoring of performance, customer experience and support volume, to enable continuous improvement in all areas.
- > **Scale to other segments**
Following the success in B2C now adopting journey management for other segments (e.g. B2B, etc..)



want to learn more about this case? reach out to Lucy!

Lucy Stuyfzand is one of the leading experts on journey management in the Netherlands. At Essense, she plays a pivotal role in helping organisations optimise customer experiences through journey-based working.

Her work ensures businesses stay ahead by aligning their goals - such as reducing churn, increasing revenue or loyalty, and cutting cost- with efficient journey management techniques.

Lucy coordinates our partnership with TheyDo, mastering and utilising their market-leading tool, and is frequently invited to speak at major journey management events and roundtables, driving innovation in the CX space.



Lucy Stuyfzand
Journey management lead

lucy@essense.eu

essense
your customer first

> essense.eu/journeymanagement



transforming CX together

essense x  partners since 2021

Essense has teamed up with TheyDo for multiple organisations to implement journey-based collaboration.

Enabling businesses to implement journey-based working to streamline processes and make data-driven decisions that fuel growth and operational excellence.

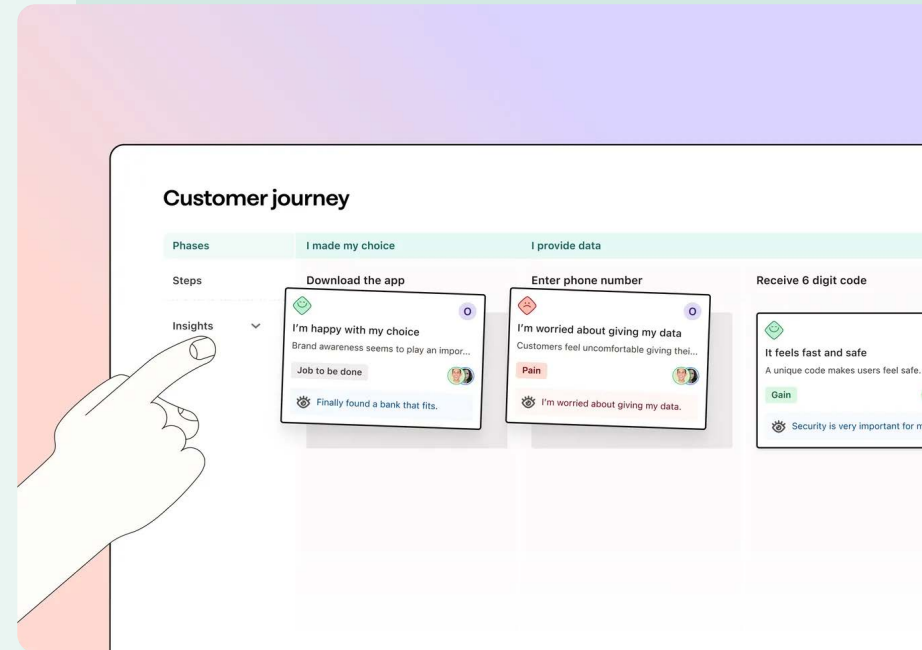
The certified partnership operationalises both TheyDo's marketleading tool and methodology for seamless execution.

the power of TheyDo

TheyDo offers a cutting-edge journey management tool that enables business to align strategy, planning, and delivery around customer journeys.

the strength of Essense

Essense helps businesses to organise, implement & execute CX management for business impact, with journey management as the main vehicle.



“We believe great customer experiences are built through collaboration, and our partnership with TheyDo perfectly exemplifies this. **We share a vision on how customer-centric innovation delivers real, measurable business outcomes** across industries, as shown in this whitepaper's success story.”



Harald Lamberts
Founder Essense



essense
your customer first

 essense.eu