Periscope®
by McKinsey

Journey Analytics: Transforming customer journeys

From assessment and design to predictions and monitoring performance, Journey Analytics helps organizations create customer journeys that deliver impact.

Customers and businesses can interact with each other in more ways than ever before. A new type of analytics is needed to unlock insights and the value of connected time-series events.

Today's customers interact with companies more frequently, across more channels, and with higher expectations for the overall experience. This new complexity presents challenges for companies— and opportunities for those who get it right.

Journey Analytics helps companies succeed by considering customer interactions as end-to-end journeys rather than isolated transactions. To map them, it comprehensively analyzes data across customers, channels, and touchpoints. Journey Analytics not only identifies what is and isn't working but also defines capabilities and best practices to reinvent both individual touchpoints and the end-to-end journey.

By transforming their customer experiences, organizations can sustainably deliver better outcomes both for their customers and business.

Why Journey Analytics?

Proprietary technology
Our analytics platform, Argon-X, has tracked 350 million journeys and 5.3 billion individual touchpoints from over 15 types of customer, product, digital, traditional and unstructured data sources, including PII- and HIPAA-related data.

Journey-oriented data science
Purpose-built algorithms and assets that leverage event sequences and deep learning visualize, understand, predict and prescribe actions to better the customer experience, at scale. Our approaches have been able to capture twice the value in half the time compared to traditional methods.

Customer experience expertise
Our dedicated team of experts, data scientists, designers, agile masters and technology partners reinvent your end-to-end customer experience from strategy to insight, design and implementation.

Journey Analytics in numbers:

20%
Growth in customer satisfaction

15%
Reduction in cost-to-serve

20%
Reduction in churn

Get started
To learn more about Journey Analytics, contact us at JourneyAnalytics@mckinsey.com or visit www.mckinsey.com/periscope