



CUSTOMER JOURNEY MANAGEMENT PLATFORM

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"At Sky we see digital personalization as a key to effectively managing the customer journey and Roojoom's Customer Journey Management Platform allowed us to quickly and efficiently create highly personalized unique customer journey experiences. The platform quickly generated impressive lift in customer engagement and actions taken. Our success using Roojoom led us to expand its usage to other customer engagement programs"

- Roberto Calenda, Director Onboarding & Prevention at Sky

THE WORLD'S MOST INNOVATIVE BRANDS



ROOJOOM DIGITIZES CUSTOMER JOURNEY MANAGEMENT

Roojoom's Customer Journey Management Platform (CJM) is a secure SaaS solution for enterprises that enables digital managers to model, manage and execute personal customer journeys that maximize the completion of measurable business objectives.

The CJM leads customers along their personal journeys by issuing a 'Personal Journey Hub' to each customer.

The Personal Journey Hub creates a new digital space for brands and clients to interact with one another in an engaging setting. It is

where journey model, customer data, and content are combined to create rich personal experiences that strengthen the customer-brand relationship. The Hub uses digital channels to routinely contact the individual so they continue their journey and complete additional business goals.

78% ▸ Lift in digital engagement

29% ▸ Lift in business goals

39% ▸ Increase in onboarding/activation success

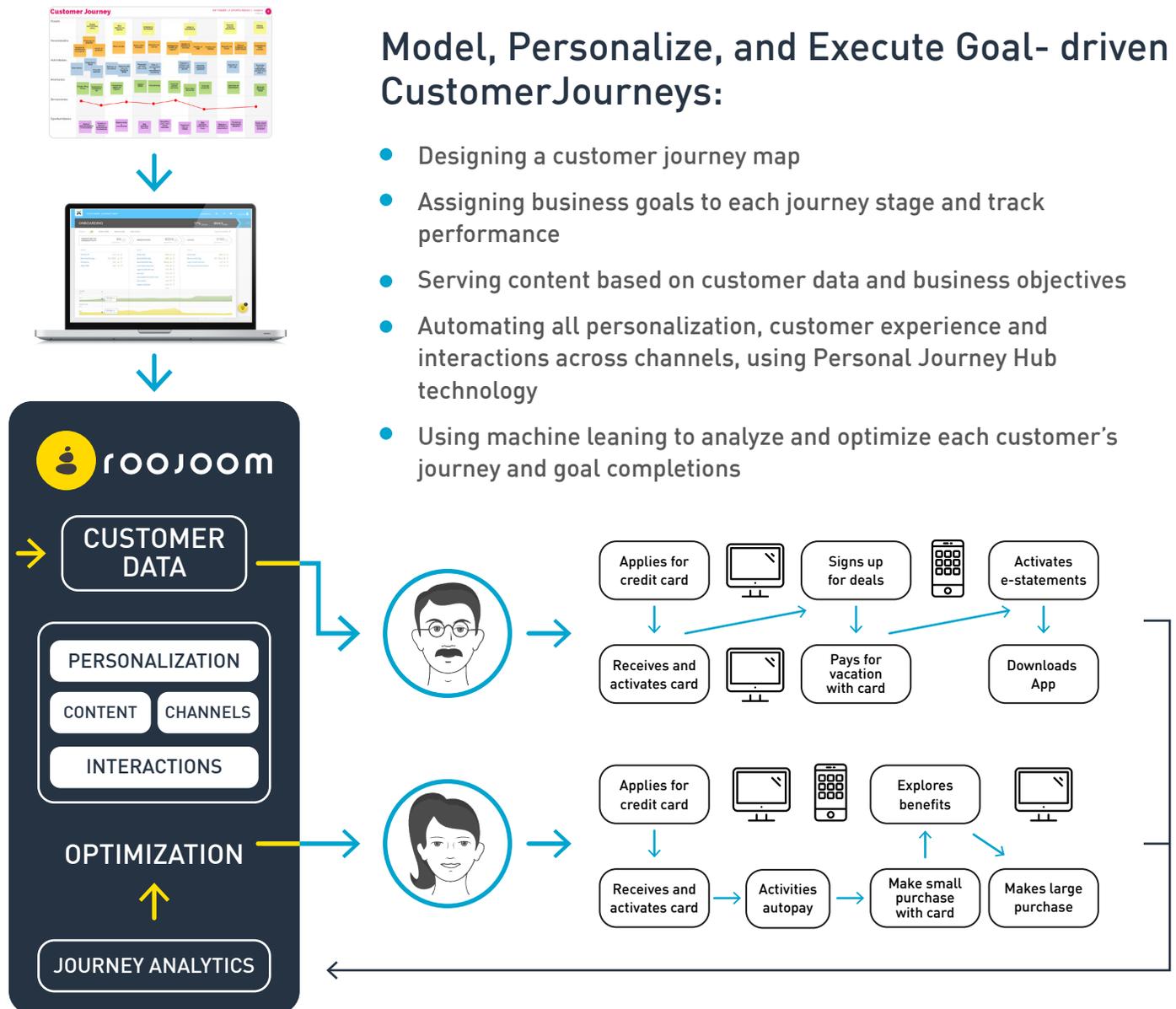
12% ▸ Increase in measured customer value

9% ▸ Decrease in customer care calls

▲ ▸ JD Powers / NPS rating

Model, Personalize, and Execute Goal-driven Customer Journeys:

- Designing a customer journey map
- Assigning business goals to each journey stage and track performance
- Serving content based on customer data and business objectives
- Automating all personalization, customer experience and interactions across channels, using Personal Journey Hub technology
- Using machine learning to analyze and optimize each customer's journey and goal completions



ROOJOOM'S PERSONAL JOURNEY HUB

A key innovative technology that sets Roojoom's Customer Journey Management Platform apart is its **Personal Journey Hub**, which lives dynamically alongside customer throughout their life cycle with the brand. The Personal Journey Hub, analyzes, adapts to, and manages the customer's journey stages and ensures that maximum journey stage goals are met. The Hub uses customer's data and history to generate personal digital content and omni-channel communications accordingly.

The Personal Journey Hub measures, analyzes, and scores its customer's behavior. The Personal Digital Score (PDS) is used for optimizing user experience, enriching CRM data, and targeting potentially high value customers.

- 1 Provides secure environment for delivering personal digital experiences
- 2 Is responsive to any device and player in any browser
- 3 Leads the customer through their personal journey



Personal Journey Hubs lead each customer along their journey by:



Dynamically assembling and personalizing content in real time



Proactively contacting the customer at every journey stage on all channels



Progressively optimizing the customer's digital experience

CONTACT US

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Schedule a call for more info

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