

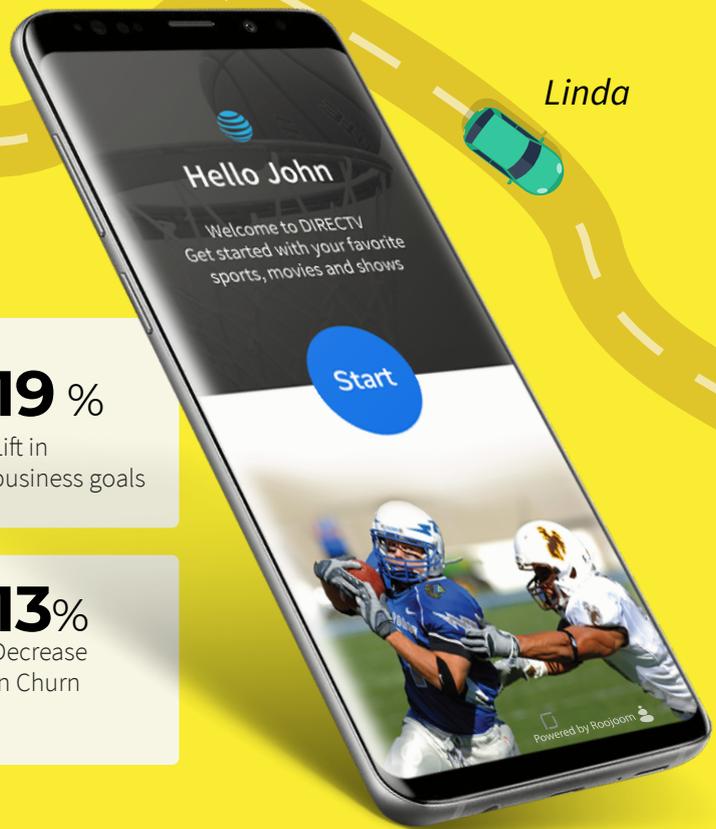
# THE AUTONOMOUS DRIVER FOR YOUR CUSTOMER JOURNEYS

Achieve your business objectives by steering your customers to the right destinations

John



Linda



**362%**

Lift in digital engagement



**19%**

Lift in business goals



**12%**

Increase in measured customer value



**13%**

Decrease in Churn

Visit [www.roojoom.com](http://www.roojoom.com) or watch the **introduction video** 



**Carmine Muscariello**  
VP Customer Experience,  
Operations & Quality

*"Teaming up with Roojoom enables us to provide each of our customers with a unique fully-automated digital customer experience, tailored especially for them based on their data and needs, allowing us to improve our business objectives" says Carmine Muscariello, Bouygues Telecom's VP Customer Experience, Operations & Quality. "Roojoom has showed up as a natural partner for our company, focused on providing exceptional customer satisfaction, in our quest to realize this goal and introduce effective innovation".*

## A paradigm-shift in customer journey management:

Outline **WHAT** business goals you want to achieve, let machine-learning do the **HOW**, better, faster, cost effective.

- Release yourself from designing complex journey flows and logic.
- Shift your focus from how to run customer journeys to what business goals you want to achieve.
- Effectively drive complex journeys with many objectives over time.
- Leverage advanced algorithms, machine learning and customer journey data to drive customers to your destinations.

Roojoom is the Personal Customer Journey driver that enables brands to gain control over each customer's personal journey.

The innovative technology is used to execute personal customer journeys, guiding customers individually, over time, to specific relevant touchpoints in order to optimize overarching business goals, such as brand loyalty, customer value, customer satisfaction, self-service, digital and more.

### THE WHAT:

Roojoom's system enables you to define what you want to achieve, by outlining your business goals (such as customer loyalty and customer satisfaction) and many objectives – journey destinations that support realizing these goals.

For example, in a customer onboarding journey, the objectives could include service activation, service utilization, How To tips & tricks, account features (e.g. autopay and paperless), customer preferences collection, up/cross sell options, self-service options, first bill information, survey.. and as many more objectives as you want. Typically, our customers define more than 20 objectives in each journey.

### THE HOW:

Roojoom's system invokes Roojoom Personal Journey Hub™ – a personal 'Autonomous Driver' for each customer journey. The Personal Journey Hub™ algorithms engage customers through time, also by creating a unique personal mini-site for every customer based on their data (non PII) and where they are in their journey. Millions of algorithm instances in the cloud drive millions of customers, concurrently and individually.

Roojoom algorithms release you from the complexity of designing the journey business logic. Machine-Learning dedicated algorithms are determining which interactions will prove the most effective in realizing your business goals, and thereby allocating each personal journey destinations individually.

Roojoom Customer Journey Center™ is Roojoom's open system for managing customer journeys via and across multiple service channels.

Roojoom's solution is designed to optimize a pre-set KPIs blend. Significant, double digit, increase in KPIs is typically obtained, for example – a +19% in BUSINESS GOALS, +45% in SELF-CARE, +12% in CUSTOMER VALUE and -13% in CHURN.

Customer journey examples may include: onboarding, service change, address change, self-care, service utilization enhancement, digital empowerment, claim process etc.

## MAIN FUNCTIONS OF ROOJOOM'S SOLUTION:

- 1 Journey design and modeling**  
Outline the **what**: your business goals and journey objectives
- 2 Personal Journey Hub™**  
The **how** is carried out by advanced algorithms that drive customers to relevant destinations and create a personal UX in real time
- 3 Machine learning optimization**  
Drive personal journeys effectively to optimize your business goals and KPIs
- 4 All-in-one cloud platform**  
Rapid time to market, a new service can be deployed within less than 3 months