cemantica

Providing deeper customer experience understanding to drive better experience and increase loyalty with next generation customer journey maps

Microsoft | Dynamics 365

If you have a hard time understanding how your customers engage with your brand, you will recognize these issues:

"Our siloed approach to managing customer experience, makes it difficult for us to truly capture and understand how our clients interact with our brand at every touchpoint."

"Our customer journey mapping, normally takes place using post it notes on an annual strategy day. We feel there is a missed step with driving the outcomes back into daily practices easily."

"Things change frequently with our customers and our offering. Each change will drive a customer interaction, whether it is an website visit, a telephone enquiry or a service call, all this is captured in our CRM but doesn't inform those customer journey maps we created."

Cemantica is the answer: it brings leading customer journey mapping technology straight into your CRM system

Why choose Cemantica to support your customer experience strategy?

Cemantica's customer journey mapping tool tracks how your clients engage with you. Understanding how they interact with you has a crucial importance on your business and leads to better customer experience and more profitability.

With thousands of customers that we have helped in customer facing functions, Prodware's global experience in CRM technologies means that we can match our Microsoft Dynamics expertise with innovative apps such as Cemantica to further boost your customer experience approach.

Cemantica combines digital journey maps and personas with real data from recorded interactions in your Dynamics 365 app:

- Connect personas to real customer interactions based on recorded interactions in your CRM

- Create, monitor and update your customers' journeys, track emotion levels and detect opportunities to deliver exceptional experience right where needed

- On-the-go data collection with Power BI dashboards for accurate decision-making, enabling businesses to better understand and forecast their customers' needs and expectations

- Transform customer interaction data into journey descriptions, emotions of the persona and the contact in different touchpoints to optimize and inform marketing activities

- Out of the box for Microsoft Dynamics 365 Customer Engagement

Quick and easy data analytics for decision-making

- Automatically transfer data between Cemantica and CRM and easily share/export on-going projects
- Access detailed descriptions of customer actions, emotions and feelings
- Record the conclusions that are drawn from the interactions of the different personas, associated to customer journey map

## Real-time correlation for updated information

- See real-time customer interaction and available touchpoints through CRM
- Transform Customer interaction data into journey descriptions, emotions of the persona and the contact in the different touchpoints, guiding you through the necessary changes and updates in your customer experience

Easy UI for better user adoption

- Access your multiple persona journey maps and identify every communication stage with an intuitive UI
- Viewers, contributors, owners and admins can view the journey map details. Each user has their own privileges and roles assigned by your Admin to take part in customer experience projects

Persona profiling for better audience segmentation

- Link personas to real customer profiles and generate targeted campaigns through CRM to achieve higher sales rates and minimize promotional waste
- Define demographics, behavioural characteristics and emotions to personas and adjust based on real customer interactions

Customer Journey Map interface

The Customer Journey Map summarizes the emotions, actions, touchpoints, feelings every on stage level.
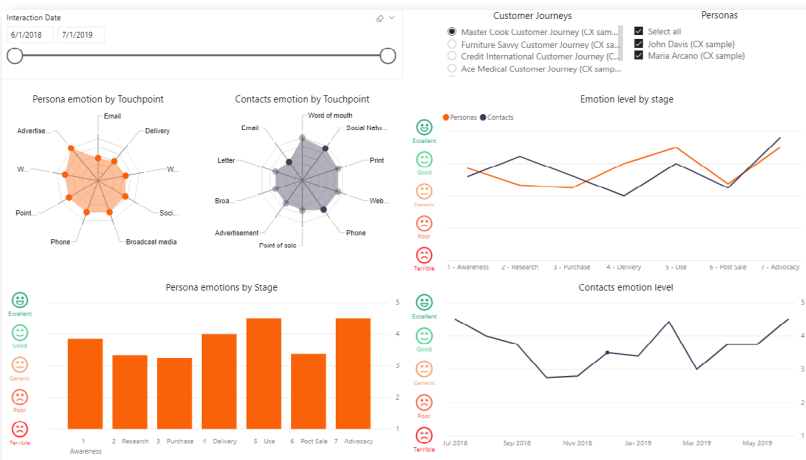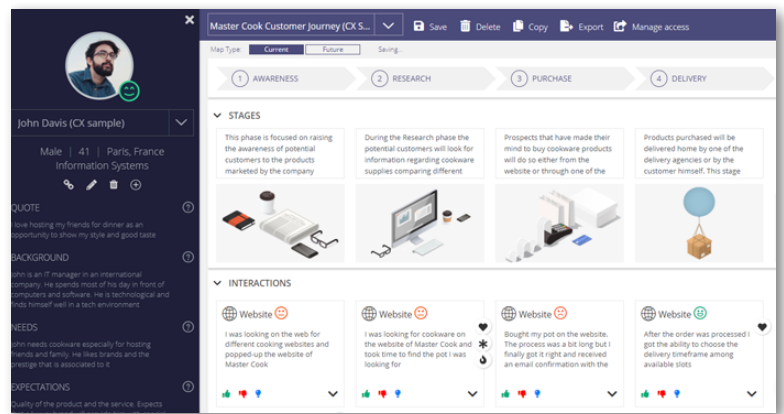
Microsoft Dynamics 365 integration

For each customer interaction stage, a detailed description of customer's actions, feelings and touchpoints are allocated and accessed within your Dynamics 365 system in Dashboard view

Speak to Prodware about the possibilities of understanding the entire spectrum of customer experience, including engagements through every touchpoint and using it to your company's advantage.