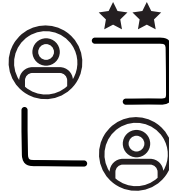


FROM DATA TO DELIGHT:
MAPPING THE ULTIMATE
CUSTOMER JOURNEY



Inspire Journey: The world's most actionable journey map

Identify pain points, gaps, and inefficiencies in customer journeys and quickly uncover opportunities for improvement with Inspire Journey. A cloud-based journey mapping solution, Inspire Journey provides a clear, visual representation of customer interactions with your business across all omnichannel touchpoints. By understanding the journey from the customer's perspective, companies can enhance customer satisfaction, boost loyalty, and increase revenue. Inspire Journey combines dynamic mapping with flexible data and Customer Communications Management (CCM) integration to generate actionable insights that transform the customer experience (CX).

“**3%**
ONLY
OF COMPANIES
ARE CURRENTLY
CATEGORIZED AS
CUSTOMER-OBSESSED.

CUSTOMER-OBSESSED
ORGANIZATIONS REPORTED

-  **41% faster**
REVENUE GROWTH
-  **49% faster**
PROFIT GROWTH
-  **51% better**
CUSTOMER RETENTION

than those at non-customer-
obsessed organizations.

— FORRESTER, US CUSTOMER
EXPERIENCE INDEX, 2024

Design exceptional customer journeys—elevate experiences

Global market research analysts like Gartner, Aspire, and Forrester agree that most businesses struggle to design the seamless experience customer expect. To compete and drive growth in today's market, enterprises must achieve true CX transformation.

Inspire Journey makes this possible by bringing customer interactions into a single, visual view of the holistic customer experience (CX). By integrating customer communications and key CX metrics, Inspire Journey illustrates how each interaction positively or negatively impacts the customer journey, and allows generated insights to be turned into real-time improvements.

Put your customers at the heart of your organization with a deep, enterprise-wide understanding of the performance of every interaction and the automated capabilities needed to implement meaningful, lasting CX change.



**BACKED BY
THE EXPERTS**
Aspire, Celent, IDC,
and QKS Group



EXPERIENCE
A rich history
of world-class
leadership



**PROVEN
RESULTS**
97% customer
satisfaction rate



EXPERTISE
2 trillion
personalized
experiences

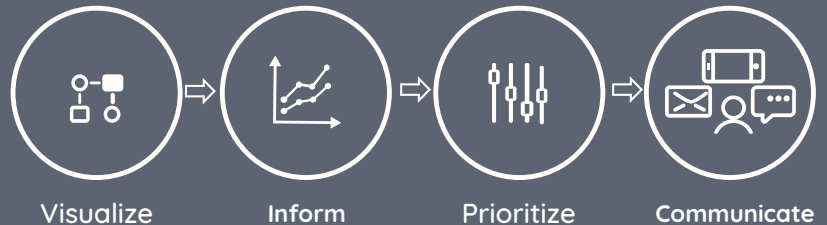
“

CUSTOMER EXPERIENCE HAS NEVER BEEN MORE IMPORTANT. LEADING ORGANIZATIONS ARE REIMAGINING THEIR JOURNEYS TO EARN CUSTOMERS' LOYALTIES. WE LOVE INSPIRE JOURNEY BECAUSE IT'S THE ONLY SUITE ON THE MARKETPLACE THAT LETS CX EXPERTS DOCUMENT, DESIGN, AND IMPLEMENT THESE NEW JOURNEYS.

— Jim Tinch, Mapper-In-Chief, Heart of the Customer

INSPIRE JOURNEY: KEY CAPABILITIES

Inspire Journey combines intuitive mapping and collaboration tools with dynamic digital dashboards, prioritization analysis, real-time data, and customer communications management tools that work together to let you translate insights into actions that drive exceptional customer experiences.



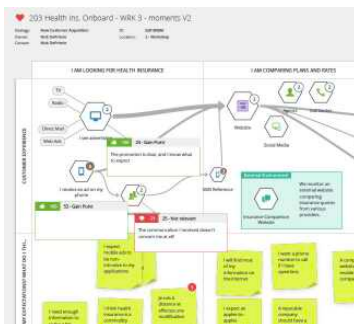
Visualize

Inform

Prioritize

Communicate

YOUR PATH TO CUSTOMER-FIRST CX TRANSFORMATION



Visualize

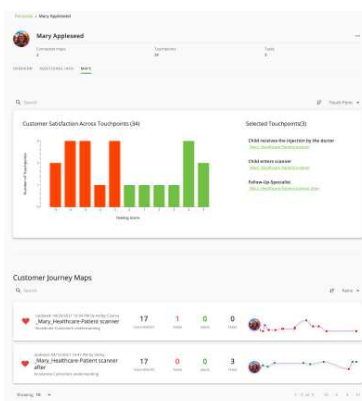
MAP AND VISUALIZE THE COMPLETE CUSTOMER JOURNEY

Cutting-edge mapping tools enable remote collaboration and cross-functional feedback across your entire enterprise to foster the co-creation of dynamic, data-rich maps that show the complete customer journey across every channel. Global maps are fully customizable and shareable, letting every department understand their impact on the customer's experience.

Inform

LEVERAGE DATA FOR INTELLIGENT DECISIONING

Advanced data integration capabilities enable real-time customer data to be streamed into mapped journey touchpoints to provide a deep understanding of customer behavior and CX impact. These insights empower teams to make data-driven journey enhancements.



Prioritize

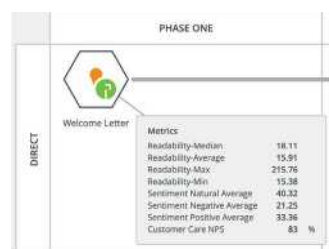
IDENTIFY THE RIGHT ACTIONS AT THE RIGHT MOMENT

Interactive tools let you quickly identify, weigh, and prioritize the most critical improvement opportunities to eliminate friction and transform the customer experience in real-time. KPIs at each touchpoint let you measure impact, adjust strategy, and prove ROI.

Communicate

DRIVE VALUE WITH OPTIMIZED COMMUNICATIONS

Link CX insights to measurable activities by integrating customer communications. Users can improve communications identified as problematic with integrated content intelligence and workflow automation tools for enhanced messaging, delivery, and timing.



TRANSFORM YOUR CX—ONE OPTIMIZED INTERACTION AT A TIME

As the only customer journey management solution recognized by analysts to integrate communication touchpoints, Inspire Journey gives you unrivaled insight into the business impacts of your customer communications and powers transformative CX improvements.



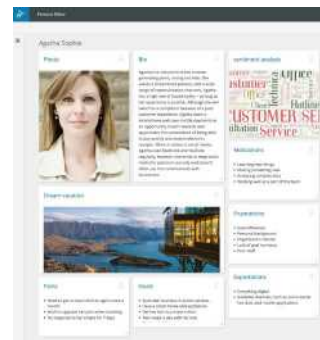
WITH INSPIRE JOURNEY YOU CAN:

INTEGRATE INSPIRE CCM PLATFORM



Gain in-depth insight into how communications impact the customer experience and the power to enact rapid change to ensure every communication provides clear and compelling messaging that drives desired behaviors.

TAILOR TO UNIQUE SEGMENTS



Create custom journeys for defined customer personas to streamline the optimization and personalization of interactions across diverse customer segments and unique channel preferences.

ENABLE DATA-DRIVEN ACTIONS



Integrate diverse data to reveal the how and why behind your customers' behavior. Unlocking this intelligence gives you the power to take strategic action that positively impacts the customer experience across all channels.

UNITE TEAMS AROUND CX



Foster a customer-centric culture by uniting cross-functional teams around shared journey insights that bring the customer experience to life and measure the impact of each interaction with real-time KPI tracking.



“

MORE THAN TWO THIRDS OF COMPANIES NOW COMPETE PRIMARILY ON THE BASIS OF CUSTOMER EXPERIENCE.

— Gartner, Reduce Churn Along the Customer Journey, 2024



ELEVATE EXPERIENCES—OPTIMIZE MOMENTS THAT MATTER

- OPTIMIZE EXPERIENCES
- ENHANCE CONTENT QUALITY AND VALUE
- LEVERAGE DATA FOR INFORMED STRATEGY
- PRIORITIZE THE RIGHT PROJECTS
- MEASURE KEY EXPERIENCE INDICATORS
- IMPROVE BUSINESS OUTCOMES
- GAIN EFFICIENCY
- DEMONSTRATE ROI
- ACHIEVE CUSTOMER-FIRST TRANSFORMATION
- INCREASE REVENUE



“

CX Leaders generated a total return that was 5.4 times greater than that of the CX Laggards.

– Watermark Consulting, Customer Experience ROI Study, 2024



About Quadient®

Quadient is a global automation platform powering secure and sustainable business connections through digital and physical channels. Quadient supports businesses of all sizes in their digital transformation and growth journey, unlocking operational efficiency and creating meaningful customer experiences. Listed in compartment B of Euronext Paris (QDT) and part of the CAC® Mid & Small and EnterNext® Tech 40 indices, Quadient shares are eligible for PEA-PME investing. For more information about Quadient, visit www.quadient.com.