Customer Journey

The CJM capability of the OSG o360 platform uncovers the behavioral drivers of customers and connects every discrete omnichannel experience into a complete, connected customer journey path. The insights provided inform growth and cost decisions by uncovering predictively accurate opportunities or breakdowns at each phase of the customer journey.

The OSG o360 Difference for Customer Journey Mapping

Gathering data directly from communities of current and future customers leads to accurate and effective insights regarding how they make purchase decisions.

- Increased average purchase value
- Improved acquisition effectiveness
- Increased cross-sell and upsell
- Effective digital media spend
- Increased customer lifetime value

Customer Success Story for OSG o360 CJM

A Fortune 500 CPG company used OSG's technology to better understand the path to purchasing their styling and grooming products. Based on the customer journey insights delivered from OSG o360 CJM, the company made changes to its digital media strategy which resulted in a 6% increase in market share in only 12 weeks.

Read more about this case study

The Power of OSG o360 CJM

OSG o360 CJM brings together a powerful combination of technology and analytics:

- **OSG o360 CX Surveying Technology:** custom or template CX surveying & measurement.
- **Attribution Analytics:** attribute the channel and message content that drives the highest customer engagement.
- **ASEMAP™:** OSG's predictive surveying and technology capabilities capture the full heterogeneity of the market.
- **Community Management:** seamless integration of OSG's specialized community management service for the creation of respondent communities (blinded or unblinded).
- **Behavior Tracking:** Behavior tracking of usage (voice, video, audio, screen capture, swipe), shopping, and digital/online journeys, which informs the right place and right time to get community/respondent feedback.

OSG o360 CJM in Action

Reduce customer acquisition costs by improving the effectiveness of each step in the customer journey

Gain efficiencies in media & advertising spend

Improve share of wallet and customer lifetime value

OSG is a customer analytics technology company that **uncovers what matters most to your most valuable customers.** Turn customer data into actionable insights quickly and confidently through a combination of predictive behavioral intelligence unparalleled in accuracy and industry-leading consulting in data science and research services.

For more information about OSG o360 CJM, and our success with customer-centric analytics, visit us at osganalytics.com.