



The ROI of Journey Management

How working journey-led impacts
the bottom line



Executive Summary

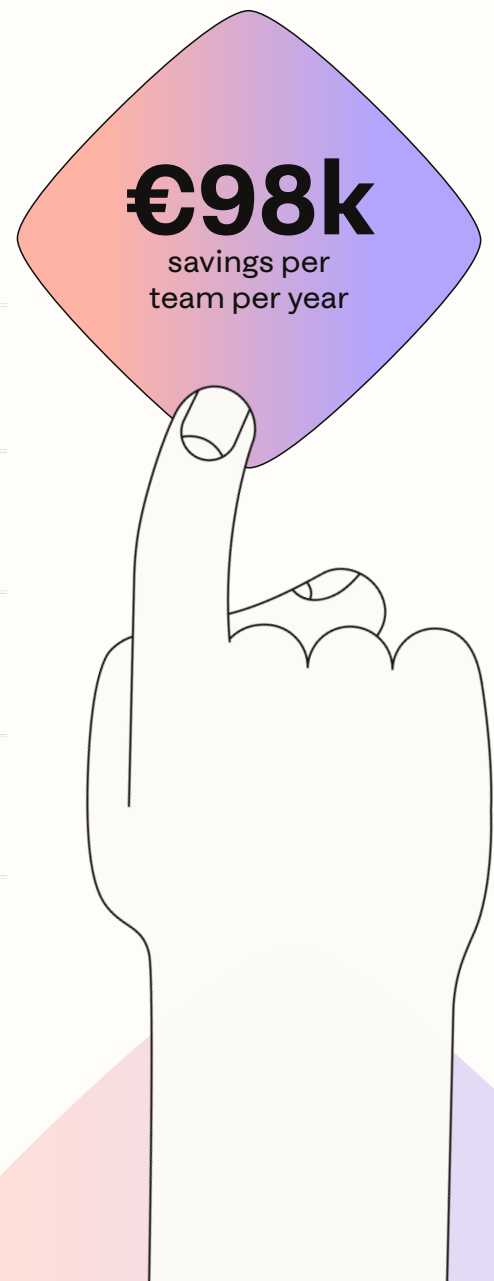
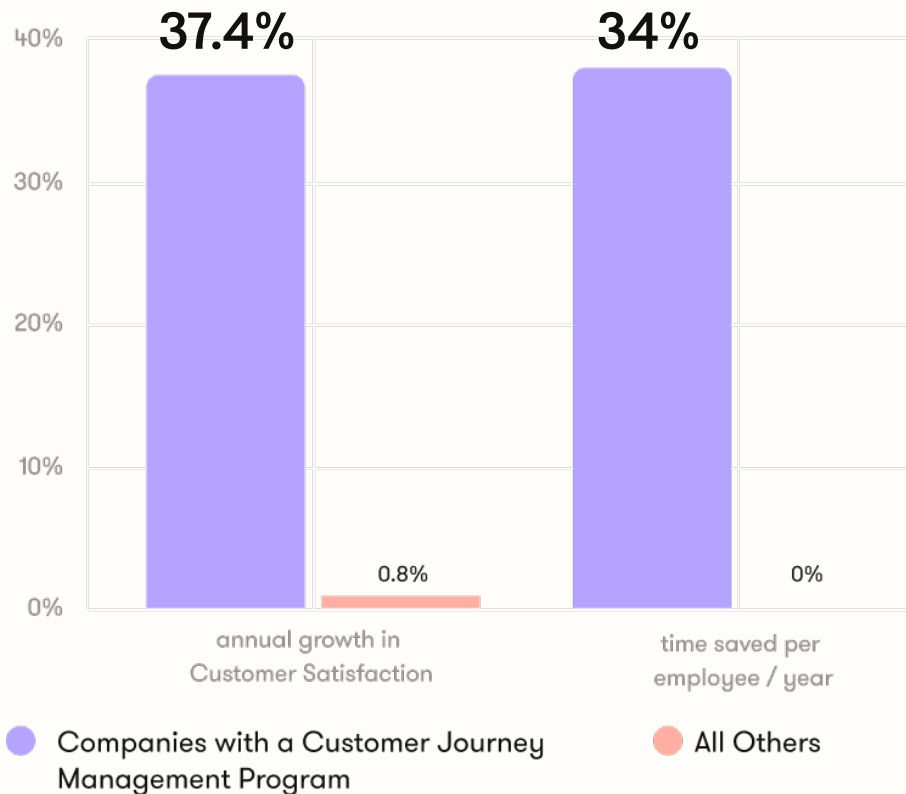
In a fast-paced, complex world, companies need to understand customers and the touch points they experience along the whole customer life cycle. How the customers' sentiment and behaviors change along their journey interacting with a company influence their purchase behaviors.

How customers vote with their wallets has effects on investors' sentiment and enterprise value.

We've summarized the economic importance of actively managing customers' life cycle journeys, otherwise known as Journey Management.

"Companies that have a formal journey management program accomplish far superior year-over-year growth across key performance metrics"

Research show that 'best-in-class' companies enjoy company-wide benefits:



TheyDo's customers report improvements in standardization collaboration and stakeholder management on three levels:

I. Single teams impact

When deployed within a single team, members report productivity and collaboration benefits, namely **33% time saved** for UX employees on average. It nudges teams to always start with the customer point of view – leading to e.g. a **24.9% increase in ROMI** (return on marketing investment) for marketing teams.

“Without TheyDo, standardizing at such a scale would be much harder to envision at Randstad.”

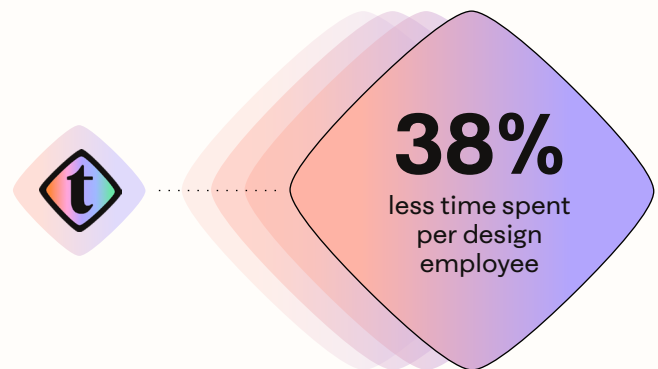
– Joost Bruggeman,
Global Head of CXM and EXM

II. Cross-Functional teams impact

Cross-team alignment allows managers to prioritize Opportunities at play, and better prioritize deliverables across teams in line with the company goals. Work in TheyDo becomes the single source of truth, and reduces duplication of work. Cross-functional coordination leads to a **21.2% reduction** in Customer Service teams' costs. Further, teams see their Sales Cycle shortened by **16.8%**.

III. Company impact

Executive leaders streamline their organization by aligning everyone around the most impactful initiatives that answer customer needs and add value to the business. This aligns all teams around what truly matters and reduces time spent on less impactful projects.



Businesses can then either choose to do more of what works, or recalibrate their workforce. Further benefits, which span the whole organization, include:

- Improved NPS
- Improved Cross-sell and up-sell by 15.3%



** Calculation is based on a 4-person team and €65,000 average salary*

“Letting journeys lead is the key in this entire methodology: it prevents double work and increases collaboration”

– Rob Paauw, Manager
customer experience at PostNL

Develop a Journey Management practice to drive transformational change

Journey Management aligns teams around the customer and transforms its external-facing initiatives: from marketing to customer success. Internally, this nudges teams to align across teams, distribute and monitor actions, and track progress against company goals. With Journey Management, teams can answer positively to these three questions:

Is there alignment?

Customers collaborate and manage stakeholders across various teams, geographies, and time zones.

Is there action?

Customers can see which Solutions are proposed and if they are actioned (by which team, when), providing clarity and reducing duplication of work.

Is there progress?

Customers use TheyDo Boards and Journeys to show internal progress – how people contribute and work together, and how their work progresses the goals of the company.

The screenshot displays the 'Opportunities' section of the TheyDo application. The left sidebar contains navigation links: Dashboard, Challenges (22), Templates (12), Journey hierarchies (Journey-led growth: 22, Land: 22, Use: 12, Expand: 3; Boards: 22), Building blocks (Journeys: 3, Personas: 3, Insights: 1234, Opportunities: 1346, Solutions: 456). The main content area is titled 'I compare offers' and shows two metrics: 'Journey progress' at 53% and 'Volume metric' at 10.453. Below these are tabs for Journey, Opportunities, and Solutions. A table lists various opportunities, including 'Help compare options', 'Improve information overview', 'Remove sign up friction', 'Make costs more transparent', 'Trial subscription', 'Frictionless comparison', 'I want to know the price', 'Offer a 100% digital experience', 'Improve performance', and 'Retain customers during checkout'. Each row includes columns for Name, Type, Status, Owner, Steps, Progress, and Created. A pop-up window on the right shows a lightning bolt icon, the text 'HMW helps users to create, share and present the overviews they need to ...', a heart icon with '48%', and a progress bar at 10%.

TheyDo
Workspace name

Opportunities

I compare offers Show details Metrics (2)

Journey progress **53%** Volume metric **10.453**

8% vs week 47

Journey Opportunities Solutions

Name	Type	Status	Owner	Steps	Progress	Created
☐ Help compare options	Operations			18/32	50%	Mar 22, 2022
☐ Improve information overview	Operations			18/32	50%	Mar 22, 2022
☐ Remove sign up friction	Operations					
☐ Make costs more transparent	Operations					
☒ Trial subscription	Operations					
☐ Frictionless comparison	Operations					
☐ I want to know the price	Operations					
☒ Offer a 100% digital experience	Operations					
☐ Improve performance	Operations					
☐ Retain customers during checkout	Operations					

+ Add opportunity

HMW helps users to create, share and present the overviews they need to ...

HMW 48%

10%

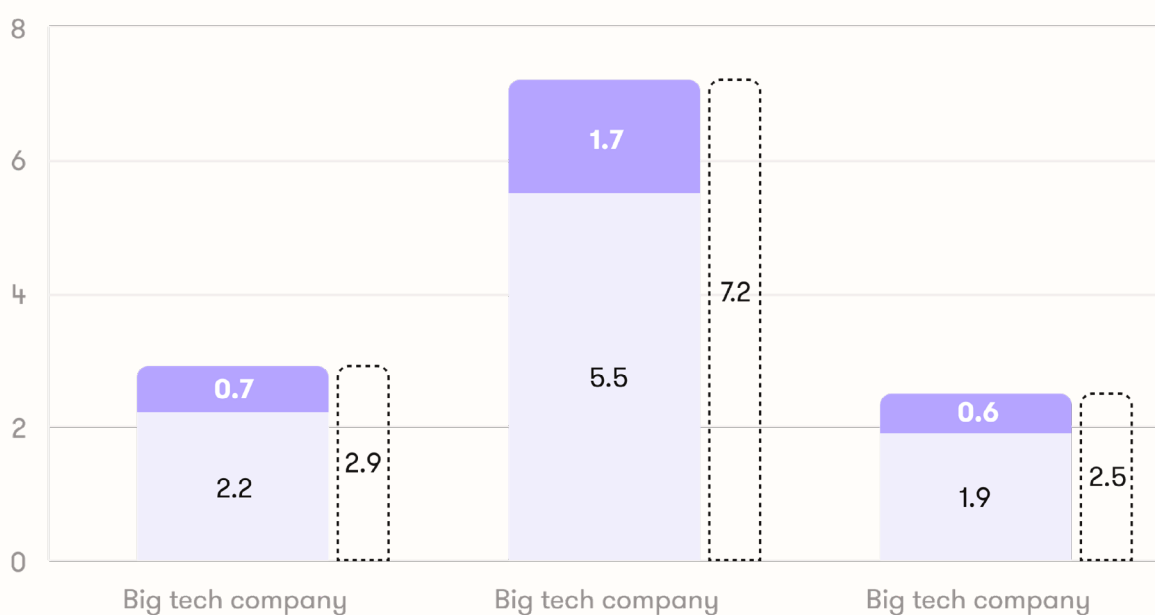
level

benefit

Company e.g. Senior Business Owners, Executives	* NPS Improved * Retention improved * Revenue Increased * Reduced overhead costs	◆ NPS increase ◆ 38% time saving per employee / year
Cross-Teams e.g. UX Designers + Service Designers + Product Managers + CX Managers	* Standardised work * Single source of truth * No duplication of work * alignment on priorities	◆ Save time of 2 major presentations / month ◆ €98k saving per team / year ◆ 3x faster alignment
Single Team e.g. UX Designers or Service Designers or Product Managers or CX Managers	* Digitised maps * Customer point of view * Standardised work	◆ 33% time saving

Saving Scenarios

* In a hypothetical scenario of four different real world tech companies employing Journey Management, their savings of 33% of R&D salary costs would obtain the following examples:

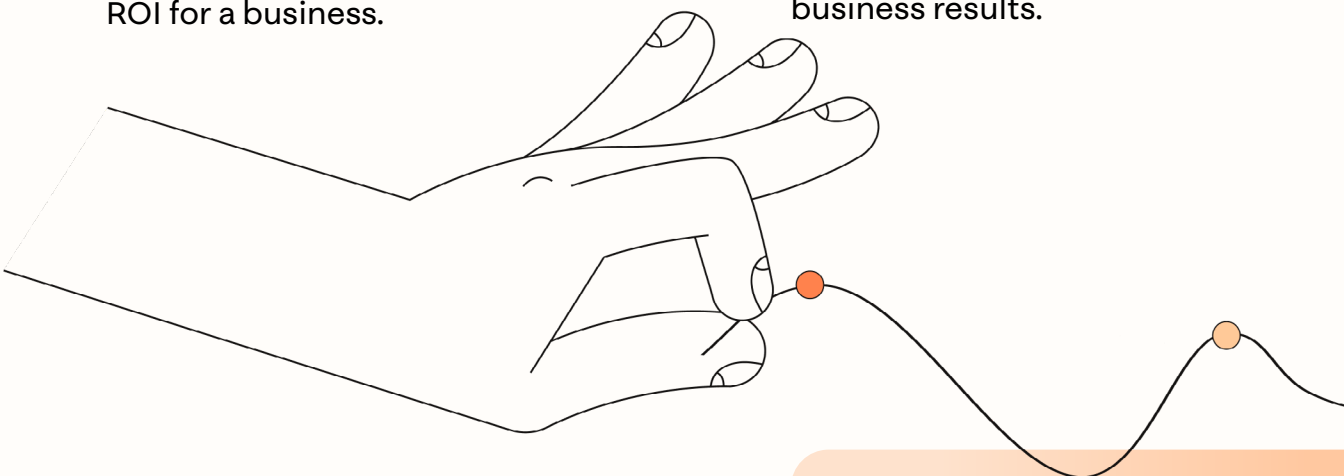
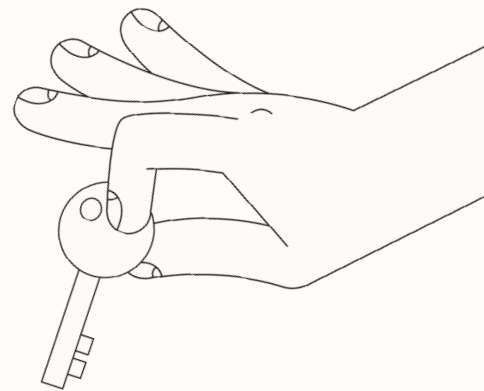


○ R&D budget before saving (billion) ● R&D budget after saving (billion) ● Saving (billion)

A Journey-led way of working unlocks operational and business benefits across the organization

TheyDo has tested its Journey management practices with thousands of enterprise users, proving that collaboration across teams around the customer leads to significant ROI for a business.

By aligning the organization around the most impactful initiatives that answer customer needs and have value for the business, leaders position their company to be customer-centric and achieve business results.



High-performing teams are adopting journey management

93% find journey management essential to success

Journey management is 6x more likely to enable teams to align across channels

Organizations can save millions every year preventing double work

At the Fortune 500 CX is a key priority but journey management is not standardized



We surveyed 217 CX professionals EU/US Enterprise

