



Apteco

# Why should I care about customer journey analytics?

In this infographic we'll demonstrate the importance of using analytics to understand and optimise the customer experience.

Customer experience (CX) is critical to business success.

We know that **bad CX drives customers away.**

**1 in 3** customers will leave a brand they love after just one bad experience<sup>1</sup>

**92%** will abandon a brand completely after 2 or 3 negative experiences

But get CX right and **86%** of customers will pay more<sup>2</sup>

**49%** of customers have made an impulse purchase after a personalised experience

## Great. So how can I improve CX?

The answer lies in customer journey analytics.

Customer journey analytics = **“the process of tracking and analysing the way customers use combinations of channels to interact with an organisation.”**  
Gartner<sup>3</sup>



**85%** of companies with mature customer analytics report a significant value contribution<sup>4</sup>

Only **20%** of businesses with a low usage of analytics say the same



Almost **60%** of companies say investing in analytics has led to an increase in customer retention and loyalty<sup>5</sup>

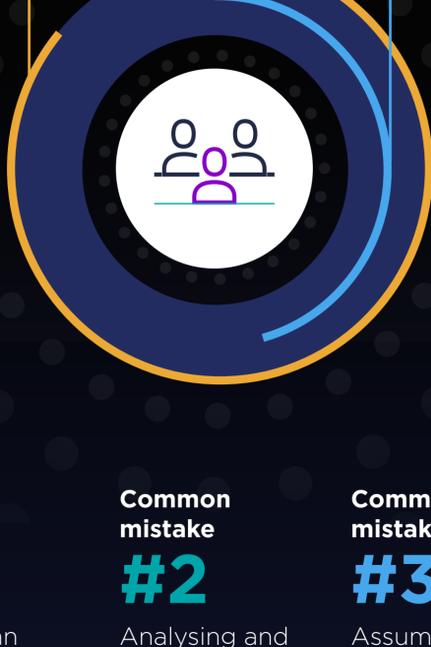
Companies that lead in CX outperform laggards by nearly<sup>6</sup> **80%**



## Can't we just create a journey map?

**82%** of organisations have created a customer journey map<sup>7</sup>

But only **47%** are using them effectively

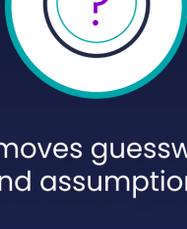


**Common mistake #1**  
Plotting an ideal journey map without looking at how customers actually behave.

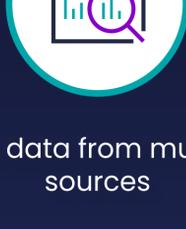
**Common mistake #2**  
Analysing and using only a small percentage of the relevant touchpoint data.

**Common mistake #3**  
Assuming the actions that are easiest to track are the most important parts of the journey.

## Customer journey analytics



Removes guesswork and assumptions



Uses data from multiple sources

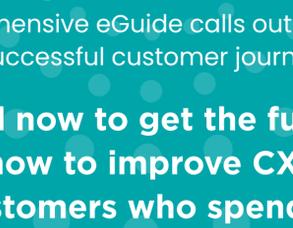


Identifies areas of friction



Links behaviours with journey outcomes

## How can I start benefiting from customer journey analytics?



Our comprehensive eGuide calls out the five key aspects of successful customer journey analytics.

**Download now to get the full picture and learn how to improve CX and build happier customers who spend more and stay for longer.**

[content.apteco.com/unlocking-the-full-value-of-customer-journey-analytics](https://content.apteco.com/unlocking-the-full-value-of-customer-journey-analytics)