SuiteCX is a Leader in SPARK Matrix: Customer Journey Mapping (CJM), 2021

Quadrant
Knowledge Solutions

2021
SPARK MATRIX
LEADER

Customer Journey
Mapping (CJM), 2021

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Customer journey mapping (CJM) is the process of creating a visual representation of customer journeys and experiences across touchpoints and interaction channels to help organizations improve customer engagement, acquisition, retention, service experience, and brand loyalty. Journey maps connect organizations' business processes and systems to provide a 360-degree view of customer experience (CX). Organizations are increasingly investing in emerging CX technologies such as journey mapping tools, journey orchestration, and analytics to understand end-to-end customer behavior from initial research about product/services, interacting across touchpoints, purchasing process to the post-purchase experience in an omnichannel environment.

Organizations leverage journey maps to understand how their customers interact with their businesses, people, and systems. Journey mapping tools include comprehensive features to add notes, documents, graphics, multimedia resources, and such others. These tools help create compelling visualization and storytelling views, capturing end-to-end steps of customer journey and their interactions across touchpoints. The customer journey maps include comprehensive customer information to capture customer behavior, emotions, and pain points. The maps also include barriers, the moment of truth, and such other information. The dynamic journey maps help brands identify the gaps in their business processes across touchpoints and enabling them to execute strategies to continually improve processes for improved customer engagements and conversions.

CJM is an initial step for designing, visualizing, and planning for an exceptional customer experience. With an effective execution, CJM tools can provide an effective CX framework to orchestrate customer experiences that can anticipate customer requirements and recommend strategies to deliver the right message to the right audience at the right time and place to meet or exceed expectations. This helps organizations gain a competitive advantage by proactively identifying opportunities and achieving CX goals with the right execution strategies.

The vendors of customer journey mapping (CJM) solutions continue to strengthen their value proposition by significantly investing in enhancing capabilities such as persona, configurable and role-based dashboards,

employee journeys, data governance and discovery, and ease of usability. Vendors continue to focus on enhancing UI/UX, visualizations, drill-down capabilities, and real-time collaboration to drive better business outcomes. CJM vendors are also focusing on offering Restful API to easily integrate with best-of-breed tools and technologies. Additionally, vendors are also leveraging AI to assess the customer behavioral patterns and execute journey drop-offs analysis. They are also working on providing predictive capabilities to anticipate and visualize outcomes of process data for continuous journey improvement.

Quadrant Knowledge Solutions' SPARK Matrix: Customer Journey Mapping (CJM) 2021 research includes a detailed analysis of the global market regarding short-term and long-term growth opportunities, emerging technology trends, market trends, and future market outlook. The study provides a comprehensive market forecast analysis of the global market in various geographical regions and the overall market adoption rate as well. This research provides strategic information - for technology vendors to better understand the existing market, supporting their growth strategies, and for users to evaluate different vendors' capabilities, competitive differentiation, and market position.

The research includes detailed competition analysis and vendor evaluation with the proprietary SPARK Matrix analysis. SPARK Matrix includes ranking and positioning of leading CJM vendors with a global impact. The SPARK Matrix includes analysis of vendors, including Adobe, Capsifi, SuiteCX, Custellence, Gainsight, Mavim, MEGA International, Microsoft, Miro, Oracle, Pegasystems, Quadient, Salesforce, Signavio, Smaply, Software AG, Strativity, SuiteCX, and UXPressia.

Market Dynamics and Trends

The following are the key research findings of Quadrant Knowledge Solutions Customer Journey Mapping (CJM) research:

♦ With continued investments into several digital transformation projects and customer-centric initiatives, organizations are emphasizing understanding the digitally-driven customers' journeys to formulate compelling digital strategies.

♦ Growing focus on understanding and aligning the internal processes with customer needs and demands to drive informed decision-making and innovation.

♦ Vendors are increasingly focusing on partnering with the voice of the customer (VoC) platforms and feedback tools to leverage ongoing customer feedback, the voice of the employee (VoE), sentiment data (especially during COVID-19 pandemic) to understand the changing customer and employee needs and behaviors, which may result into new journeys.

♦ Consolidation of customer journey mapping, customer journey analytics, and customer journey orchestration solutions and their robust value propositions are driving increased adoption and making them an integral part of customer engagement strategies.

♦ Organizations are undergoing a major cultural shift with an increasing focus on inculcating a customer-centric culture, and CJM is gaining traction in the market as it is considered as an initial step in achieving the same.

♦ There is growing adoption of CJM solutions across various industry sectors and organizations of all sizes for designing, planning, and optimizing customer journey experiences.

♦ Organizations are investing significantly to support the omnichannel environment and improve mobile experiences to provide consistent messaging and optimizing engagements. However, optimizing customer engagement and conversion requires deep analysis. A CJM solution provides a good understanding of steps in the customer journey to continually identify and address gaps in achieving a delightful customer experience.

♦ Organizations are increasingly prioritizing future-state journey mapping in their CX design and planning to drive higher revenue.

♦ With disrupted business scenarios across industries ushered in by the COVID-19 pandemic, the increase in remote working, and change in customers' shopping behavior, the need to understand the shift in the customer journeys and understand business performance has become more important than ever. Significant investments in CJM solutions are postulated to grow, with organizations focusing more on analyzing customer as well as employee journeys and building trustworthy relationships being the new long-term strategy to lock in customers for the long haul.

Customer journey mapping vendors are focusing on improving their technology value proposition by enhancing key functionalities, including customer persona, collaboration, sharing, storytelling, live customer data ingestion, capturing VoC and VoE information, integration with journey analytics, journey orchestration, data management and marketing systems, and test & optimization capabilities. Journey mapping, CX design and planning process is still in the emerging stage. Organizations often seek services from CX consultants or utilize vendors' services to develop the right CX strategies. Organizations also face difficulties in finding the right CJM tools suitable for their industry-specific and organization-specific use cases due to the availability of multiple tools with varying capabilities.

Figure: The Convergence of Journey Mapping, Analytics & Orchestration, and Journey Management Solution

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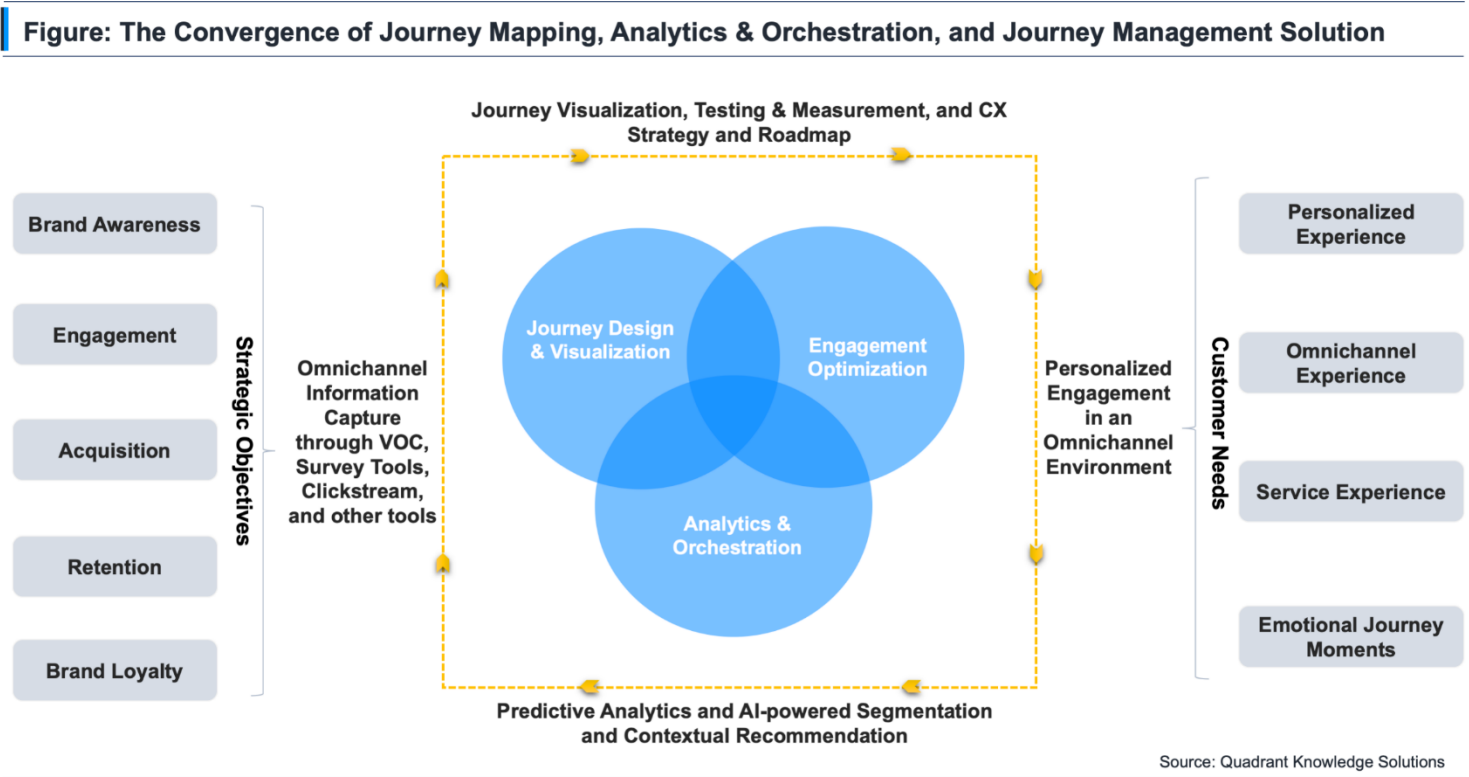
## SPARK Matrix Analysis of the Customer Journey Mapping Market

Quadrant Knowledge Solutions conducted an in-depth analysis of the major Customer Journey Mapping (CJM) vendors by evaluating their product portfolio, market presence, and customer value proposition. CJM market outlook provides competitive analysis and a ranking of the leading vendors in the form of a proprietary SPARK Matrix™. SPARK Matrix analysis provides a snapshot of key market participants and a visual representation of market participants. It provides strategic insights on how each vendor ranks related to their competitors based on their respective technology excellence and customer impact parameters. The evaluation is based on primary research including expert interviews, analysis of use cases, and Quadrant's internal analysis of the overall CJM market.

Technology Excellence	Weightage
Sophistication of Technology	20%
Competitive Differentiation Strategy	20%
Application Diversity	15%
Scalability	15%
Integration & Interoperability	15%
Vision & Roadmap	15%

Customer Impact	Weightage
Product Strategy & Performance	20%
Market Presence	20%
Proven Record	15%
Ease of Deployment & Use	15%
Customer Service Excellence	15%
Unique Value Proposition	15%

According to the SPARK Matrix analysis of the global CJM market, "SuiteCX, with a robust functional capability of its product - SuiteCX CJM tool has secured strong ratings across the performance parameters of technology excellence and customer impact and has been positioned amongst the technology leaders in the 2021 SPARK Matrix of the Customer Journey Mapping (CJM) market."

Figure: 2021 SPARK Matrix
(Strategic Performance Assessment and Ranking)
CJM Market

SPARK Matrix™: Customer Journey Mapping (CJM), 2021
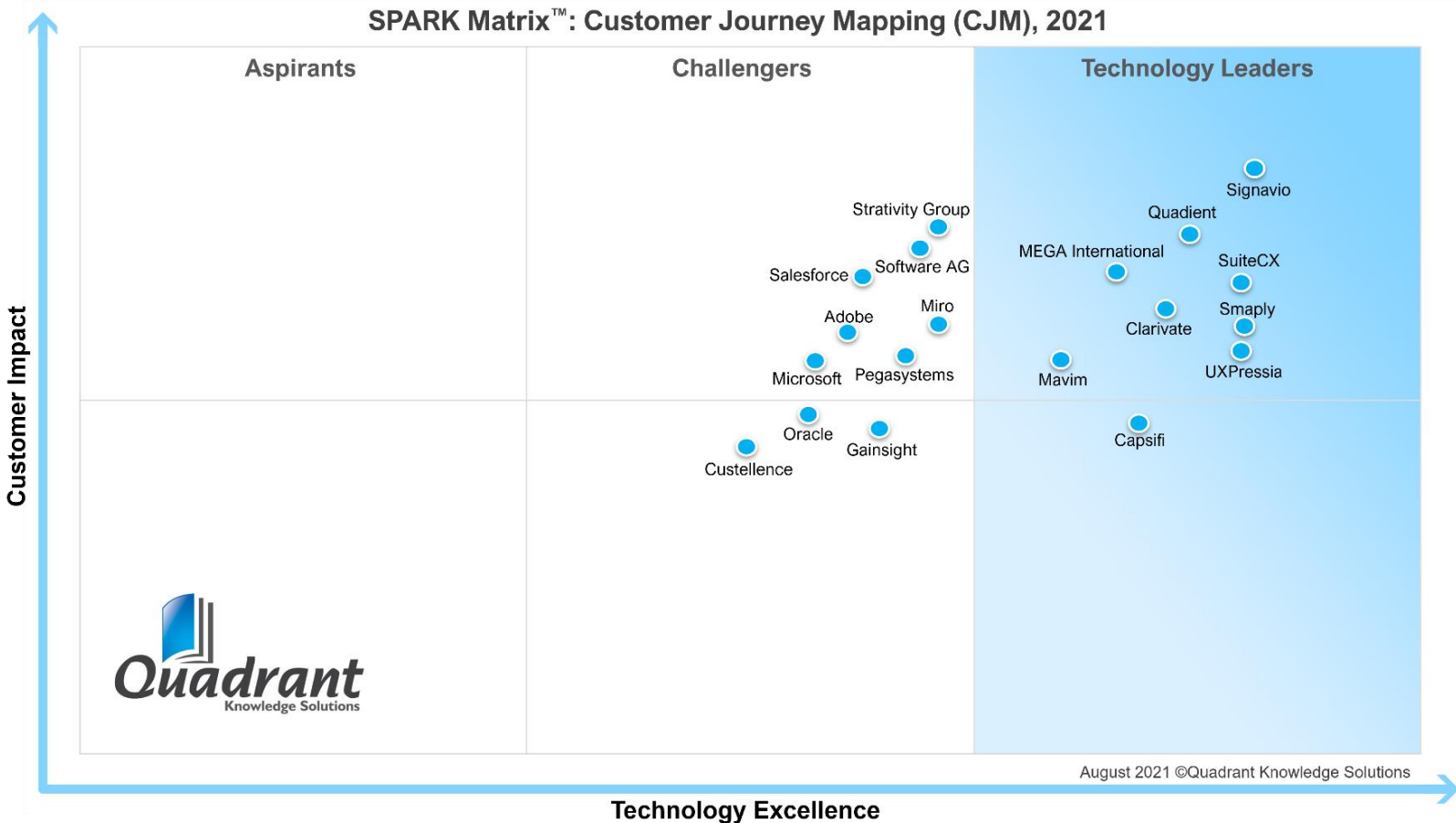
SuiteCX Capabilities in the Global Customer Journey Mapping (CJM) Market

Founded in 2013 and headquartered in Charlotte, North Carolina, SuiteCX is a provider of customer experience platform for brainstorming, ideation, customer journey mapping, CX diagnostic assessments, and applied CX solutions. The SuiteCX customer experience management platform provides support for design-based innovation, facilitated brainstorming, journey mapping, 360-degree CX visualization, customization, persona support, collaboration & sharing, diagnostics, storytelling, prioritization, and roadmap planning. The platform offers comprehensive customer journey/experience mapping capabilities, including journey visualization, journey design and planning, and journey testing and optimization.

SuiteCX platform offers both sticky note and journey visualization capabilities. It enables organizations to integrate data into visualization, manage journey zoom level, journey behavior analysis, and business impact analysis. It allows users to easily build custom maps by leveraging pre-built journey mapping visualization templates and tools for CX planning and analysis. The platform allows users to drag and drop customer interaction elements on the canvas from an extensive library and visualize the highs, lows, pain points, dead ends, and barriers across the journey. It offers an integration capability that allows users to ingest any customer data into the visualization, either manually, in batches, or in real-time. The platform offers IPoints, a collection tool to capture emotional, functional, and data-driven customer information. SuiteCX integrates comprehensive customer data from various sources, including VoC/VoE (voice of customers & employees), Voice of Institutions (VoI), surveys, social, interaction metrics, segmentation data, clickstream data, operational data, and such others. SuiteCX platform also enables integration with journey analytics and journey orchestration tools, acting as a content management solution for these tools by mapping the communications/campaign path into the tool.

The platform offers a Map Atlas feature for journey zoom level. The feature enables users to zoom out to visualize and illustrate a specific experience precisely. It helps users understand where their map is in relation to other maps in a project. In addition, the platform contains an embed feature that allows users to infuse a selected journey map image into another journey map. The platform executes journey behavior analysis with the support of Qual and Quant behavior analysis. The platform facilitates business impact analysis by

allowing users to incorporate a statistics report, the number of touches on the maps, company and customer scores, sentiment analysis, track self-described scores, trends, elements, and more.

The SuiteCX platform is embedded with journey design and planning capability that enables the creation of current-and future-state maps, segmentation and persona analysis, co-creation, and ideation, sharing maps and insights, and acting on journey insights across the organization's ecosystem. The platform enables users to create current and future state maps with customer steps, expectations, pain points, and outlined opportunities. It allows users to leverage out-of-the-box, flexible and configurable journey map templates. These maps support customization of personas/segments, heat maps, story elements, scores, widgets, graphical elements, and lines according to one's own description. The platform is equipped with a persona and segment database and a mapping repository. The platform allows users to create tags for persona/segments and set up their persona/segment names, further allowing them to apply and share these across the project.

The platform supports brainstorming, design thinking, co-creation, and ideation which enables multiple users to collaborate through offline mode or in real-time and work on the same map at the same time. It includes permissions schema providing basic user permissions to edit and view maps. The robust platform enables users to share journey maps, insights, initiatives, personas/segment maps, roadmaps, VoC reports, etc., amongst teams through various methods. Users can also export maps as PDF, PNG files, PowerPoint files, or as a spreadsheet for easy accessibility and readability. The platform allows users to leverage the insights gained from the journey maps for triggering, sharing, and modifying key elements intended for individuals or groups.

The SuiteCX platform also offers a journey testing and optimization capability that allows users to discover and prioritize and test design improvements. The platform enables users to determine painful and crucial communications in the journey for design improvements through its scoring feature and tags. The platform also offers a planning function that allows users to prioritize design improvements by allowing them to gather their findings and recommendations along with importance scores for further prioritization. The platform enables planning and producing a roadmap to help drive actionable initiatives. The platform executes testing of journey insights through various ways such as visual cues, counting and autographing, recommendations, and planning

module and VOC/VOE/VOI module with heat maps. It creates near real-time dashboards that facilitate scenario planning for various what-if situations and future state modeling.

Analyst Perspective

Following is the analysis of SuiteCX's capabilities in the global customer journey mapping (CJM) market:

♦ SuiteCX's customer journey mapping tool enables organizations to deliver customers a compelling experience and value with its integrated components, including data-driven personas, touch inventories, experience maps, precision marketing, and customer-centric diagnostics. SuiteCX offers a CJM platform with proprietary features for rapid application development by a lean team, multiple database backend connection possibilities, exposure around native Apache functionality and security, support for analog and digital space, customized software workflow and screens, customized branding, and access points and more. The company delivers a robust technology value proposition with its key technology differentiators, including support for superior CX design and implementation, easy migration from other platforms, easy access to project maps using a linkable atlas, robust modeling support, and more. SuiteCX provides a multi-dimensional platform that mainly supports key applications, including mapping, orchestration design, campaign/UX, and diagnostics, which is offered as a platform as a service (PaaS) model.

♦ SuiteCX enables organizations to solve a specific set of requirements for individual clients by providing them the ability to create a bespoke tool that allows users to customize any software element. The company conducts live customized training sessions for its users to offer a rich customer ownership experience. With robust and intuitive visualization and analysis functionality to design and plan CX strategies effectively, SuiteCX is well suited for large enterprises. SuiteCX's CJM platform caters to various use cases, including increasing customer retention, deliver seamless user experiences, drive business growth, boost customer acquisition, messaging/communications, understand employee experience, and content management.

♦ From a geographical presence perspective, a majority of SuiteCX's customer base is based in North America, followed by the European

Union. The company has a presence across a wide range of industry verticals, including banking, financial services & insurance, healthcare, hospitality & travel, retail & eCommerce, telecom, entertainment & sports, and media & publishing.

♦ SuiteCX's primary challenge includes execution of its growth strategies to target significant market opportunities, especially beyond North America, due to changing market dynamics. The company may also face competition from vendors having business process management or enterprise architecture background with significant market presence across geographical regions. However, SuiteCX offers amongst the most comprehensive and robust platforms for customer journey mapping to support a wide variety of use cases. The company, with competitive product and growth strategy, and strong customer value proposition, is expected to expand its market share in the global customer journey mapping market.

♦ Considering the technology roadmap and product strategy, SuiteCX will be focusing on client-driven asks and customizations. In addition, the company also plans to improve the platform's color schemas and simplify the planning module.