

Knowledge Brief

Quadrant Knowledge Solutions

SuiteCX is a Leader in SPARK Matrix: Customer Journey Mapping (CJM) 2022



An Excerpt from Quadrant Knowledge Solutions
"SPARK Matrix: Customer Journey Mapping (CJM), 2022"

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Quadrant Knowledge Solutions defines a Customer journey mapping (CJM) as a “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.”

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.

Customer journey mapping and analysis is not new to global organizations and brand owners. Most of them have used multiple siloed tools with manual processes to visualize and monitor specific touchpoints to understand customer behavior. However, the traditional static maps are no longer useful in the present dynamic world, where customers expect brand owners to anticipate their requirements and fulfill expectations at the customer locations. Therefore, organizations are increasingly looking at supporting the omnichannel environment to monitor customer behavior at every stage of their journey and optimize their engagement strategies to meet their CX goals.

Organizations are also shifting their focus from current-state journey mapping to future-state journey mapping to unlock new areas/opportunities of customer and employee engagement to drive alignment across internal processes. Many organizations are relying on the CJM solutions to help them seamlessly create future, unique customer experience guidelines and provide the flexibility to not only confide on the objective customer data but also make subjective interpretations.

Additionally, leading vendors of customer journey mapping solutions are increasingly improving their capabilities to ingest live customer information, integration with existing marketing tools, web analytics, survey tools, and such others. CJM vendors are also incorporating improved capabilities for CX metrics & reporting, collaboration & sharing, and testing & optimization functionalities to provide analytics-driven journey mapping solutions. Also, vendors focusing on facilitating connection of customer journey data with process mining and BI tools to assist organization understand which processes are leading to specific customer actions.

Quadrant Knowledge Solutions' SPARK Matrix: Customer Journey Mapping, 2022 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. This research provides strategic information for technology vendors to better understand the existing market, support 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 the ranking and positioning of leading Customer Journey Mapping vendors with a global impact. This study includes an analysis of key vendors, including Capsifi, Clarivate, Custelligence, cxomni, Gainsight, Mavim, MEGA International, Microsoft, Miro, More Than Metrics, Mural, Pegasystems, Quadient, Salesforce, Signavio, SoftwareAG, Strativity Group, SuiteCX, and UXPressia.

Market Dynamics and Trends

The following are the key market drivers as per Quadrant Knowledge Solutions' Customer Journey Mapping strategic research:

- Growing focus on understanding and aligning the internal processes with customer needs and demands to drive informed decision-making and innovation. Organizations are emphasizing on efficiently linking organizational processes with customer journey maps. This is helping organizations gain real-time notification and alerts regarding the micro and macro changes from the linked process and journeys.
- 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.
- Vendors are increasingly focusing on partnering with voice of the customer (VoC) platforms and feedback tools to leverage ongoing customer feedback, the voice of the employee (VoE), sentiment data 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.
- Growing adoption of CJM solutions across various industry sectors and organizations of all sizes for designing, planning, and optimizing customer journey experiences.
- Significant investments by organizations to support the omnichannel environment and improve mobile experiences to provide consistent

messaging and optimizing engagements. These investments also continue to grow as organizations are more focused 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. 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.

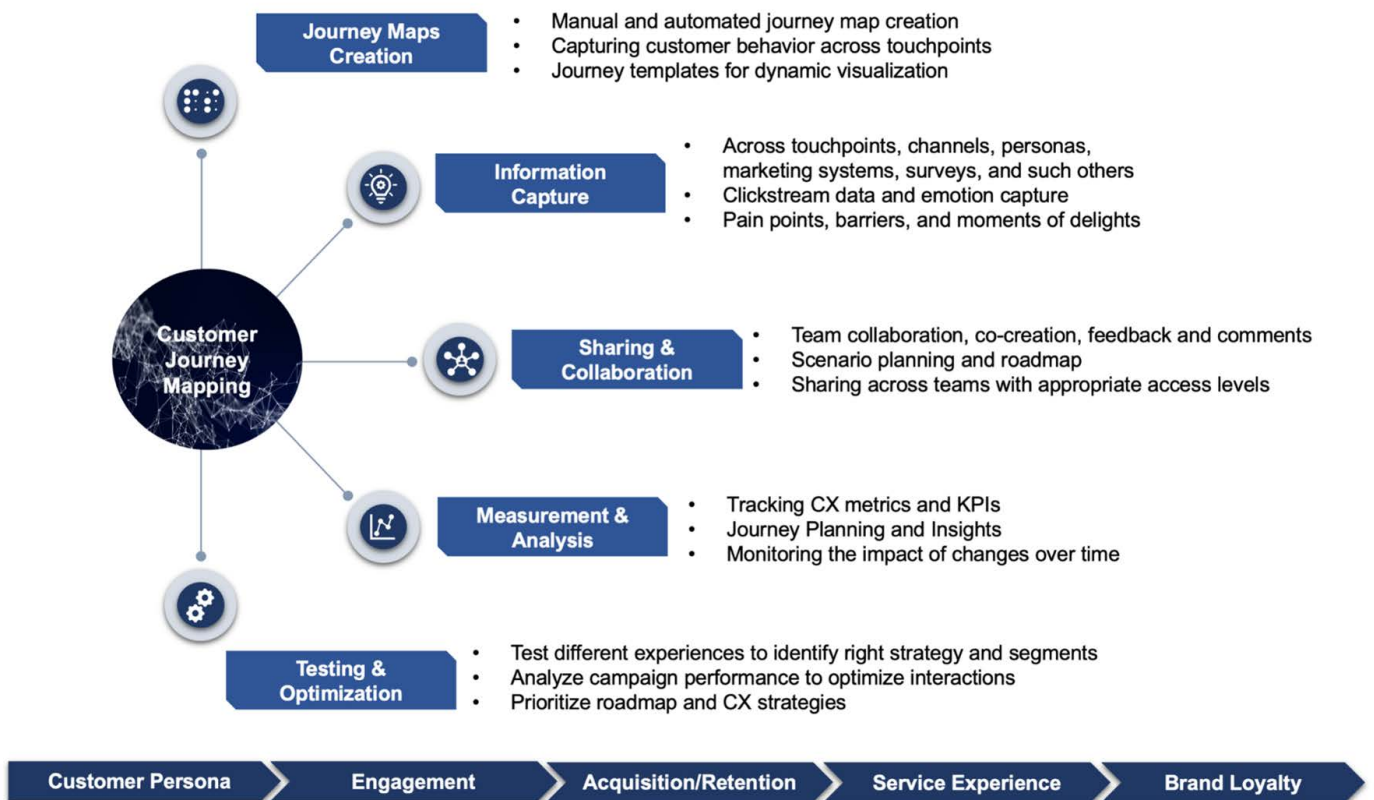
- Organizations are increasingly focusing on prioritizing future-state journey mapping in their CX design and planning to drive higher revenue.

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.

While a majority of the vendors may provide all the core functionalities, the breadth and depth of the capabilities may differ by different vendors' offerings. Users should evaluate CJM solutions that offer comprehensive capabilities to provide seamless integration with various organization-owned tools and platforms, a broad range of native capabilities, scalability & extensibility, the ability to generate effectively segment and target customers, and such others. The vendors' ability to offer a truly open architecture-based platform is vital for enhancing the customer ownership experience. Additionally, the vendor's customer value proposition may differ in terms of ease of deployment, ease of use, price/performance ratio, support for a broad range of use cases, global support service, and such others. The customer experience space across B2B and B2C segments is

continuously transforming, requiring vendors to expand their R&D investments, make continuous enhancements to their software, and provide a robust technology value proposition to ensure future customer needs are met. The vendor’s ability to accommodate emerging technology trends, artificial intelligence, machine learning technologies, and a holistic and unified platform are increasingly becoming the key differentiators for selecting CJM solutions.

Figure: Customer Journey Mapping and CX Assessment



Source: Quadrant Knowledge Solutions

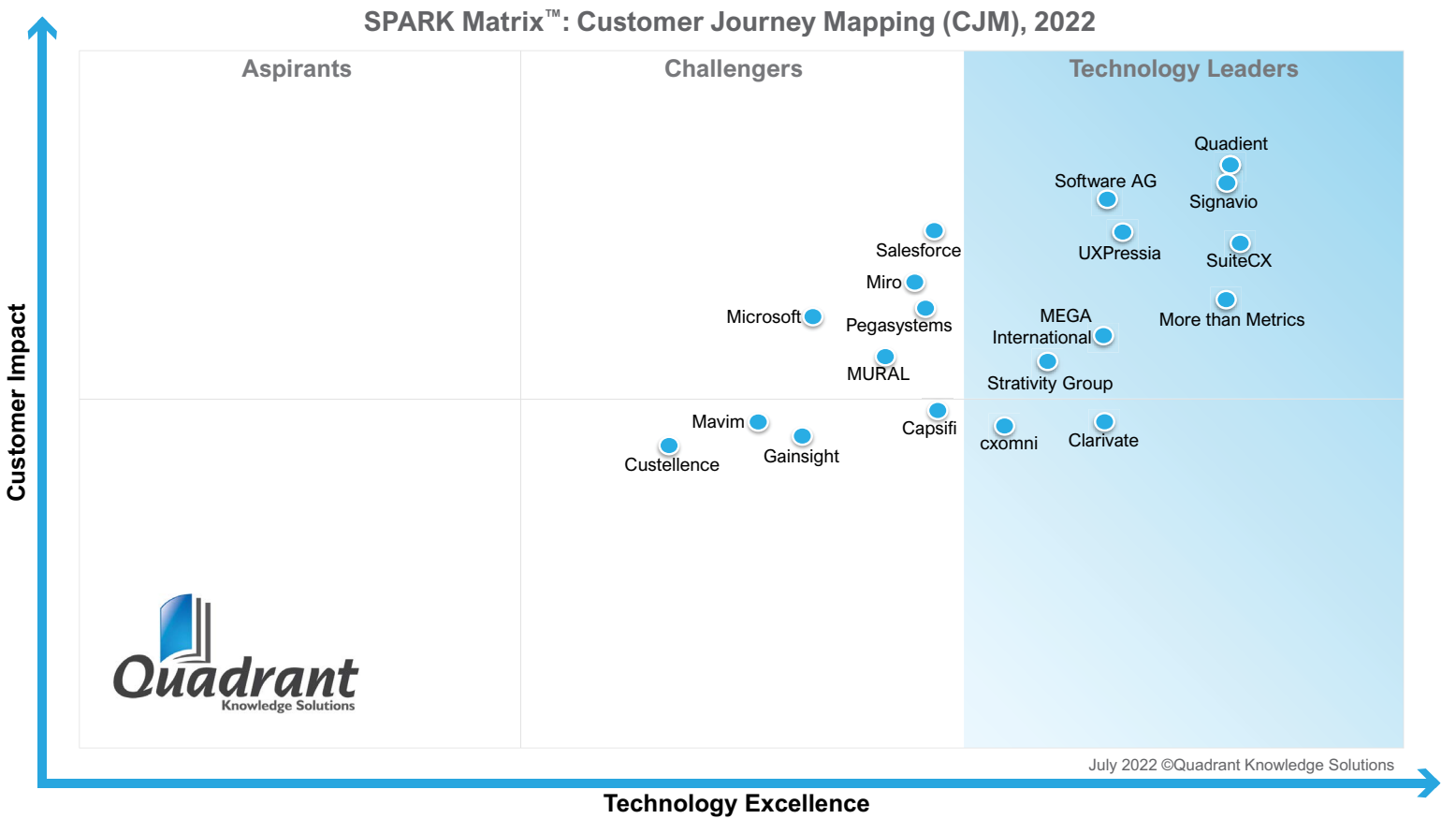
SPARK Matrix Analysis of the Customer Journey Mapping Market

[Quadrant Knowledge Solutions](#) conducted an in-depth analysis of the major Customer Journey Mapping vendors by evaluating their product portfolio, market presence, and customer value proposition. Market research for the Customer Journey Mapping provides competitive analysis and a ranking of the leading providers in the form of a proprietary SPARK Matrix™. SPARK Matrix analysis offers a snapshot and a visual representation of key market participants. It provides strategic insights into how each service provider ranks in relation to their competitors based on their respective service 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 Customer Journey Mapping market.

| Technology Excellence | Weightage | Customer Impact | Weightage |
|--------------------------------------|-----------|--------------------------------|-----------|
| Sophistication of Technology | 20% | Product Strategy & Performance | 20% |
| Competitive Differentiation Strategy | 20% | Market Presence | 20% |
| Application Diversity | 15% | Proven Record | 15% |
| Scalability | 15% | Ease of Deployment & Use | 15% |
| Integration & Interoperability | 15% | Customer Service Excellence | 15% |
| Vision & Roadmap | 15% | Unique Value Proposition | 15% |

According to the SPARK Matrix analysis of the global Customer Journey Mapping market, “SuiteCX, with its comprehensive technology capabilities, has received strong ratings across the parameters of technology excellence and customer impact and has been positioned amongst the leaders in the 2022 SPARK Matrix of Customer Journey Mapping market”.

Figure: 2022 SPARK Matrix™
 (Strategic Performance Assessment and Ranking)
 Customer Journey Mapping Market



SuiteCX

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 offers the ability to pull in 3rd party data such as AI listening posts or multi-source widgets/spreadsheets and link to/from other tools such as Miro/Mural/Bluescape/DMR etc. 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, and operational data, and 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 concerning 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 a permissions schema providing basic user permissions to edit and view maps. The platform includes templates with butcher paper/sticky notes, links to new digital whiteboards, and touchpoint annotation and note-taking to help users manage insights. It allows guest users to navigate, click on an IPoint 360 report, and add sticky notes to 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. Moreover, it highlights VoC/VoE with emotive icons or other artifacts/callouts.

In the recent additions, SuiteCX has provided multi-faceted mapping and touchpoint functionality, that helps organizations visualize all their requirements in preferred pattern or order. It provides self-described scores, trends, and elements such as MOT or pain points to help users focus on the current/future state or eliminate issues.

The platform provides new tools including snap to grid, lasso, and additional levels of search for maps and touchpoints. It is equipped with new/updated map elements that provide the ability to self-describe, create, and load icons, widgets, gadgets, icons, backgrounds, and more. The platform provides advanced modeling functionality, through new partnerships with modeling and AI tech firms to model sentiments, and provide listening post widgets, and social insights.

Analyst Perspective

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

- SuiteCX's CJM 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 security compliant & a highly configured platform, live training/live coaching, thought leadership, and integrated technology and expertise approach. 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 them providing 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 increase 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 healthcare, BFSI, construction (B2B), hospitality and travel, retail & e-commerce, entertainment & sports, telecom, and media & publishing.
- SuiteCX's primary challenge includes the 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 a competitive product and growth strategy, and robust 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 enhancing its platform capabilities including data integration and actionability, personas/segments, collaboration, and security.