JOULICA

Customer Journey Analytics for Zoom Contact Center

Joulica provides a customer journey analytics solution for the Zoom platform. Integrating seamlessly with Zoom Contact Center, Zoom Virtual Agent, Zoom Phone, and other enterprise applications such as Salesforce and Twilio Segment, Joulica delivers a unified customer journey directly within the Zoom Contact Center application. This empowers your organization to perform real-time, cross-channel orchestration, in-depth analysis, and deliver enhanced customer experiences. This guide is designed to provide the critical information needed to understand the solution and the benefits it provides.
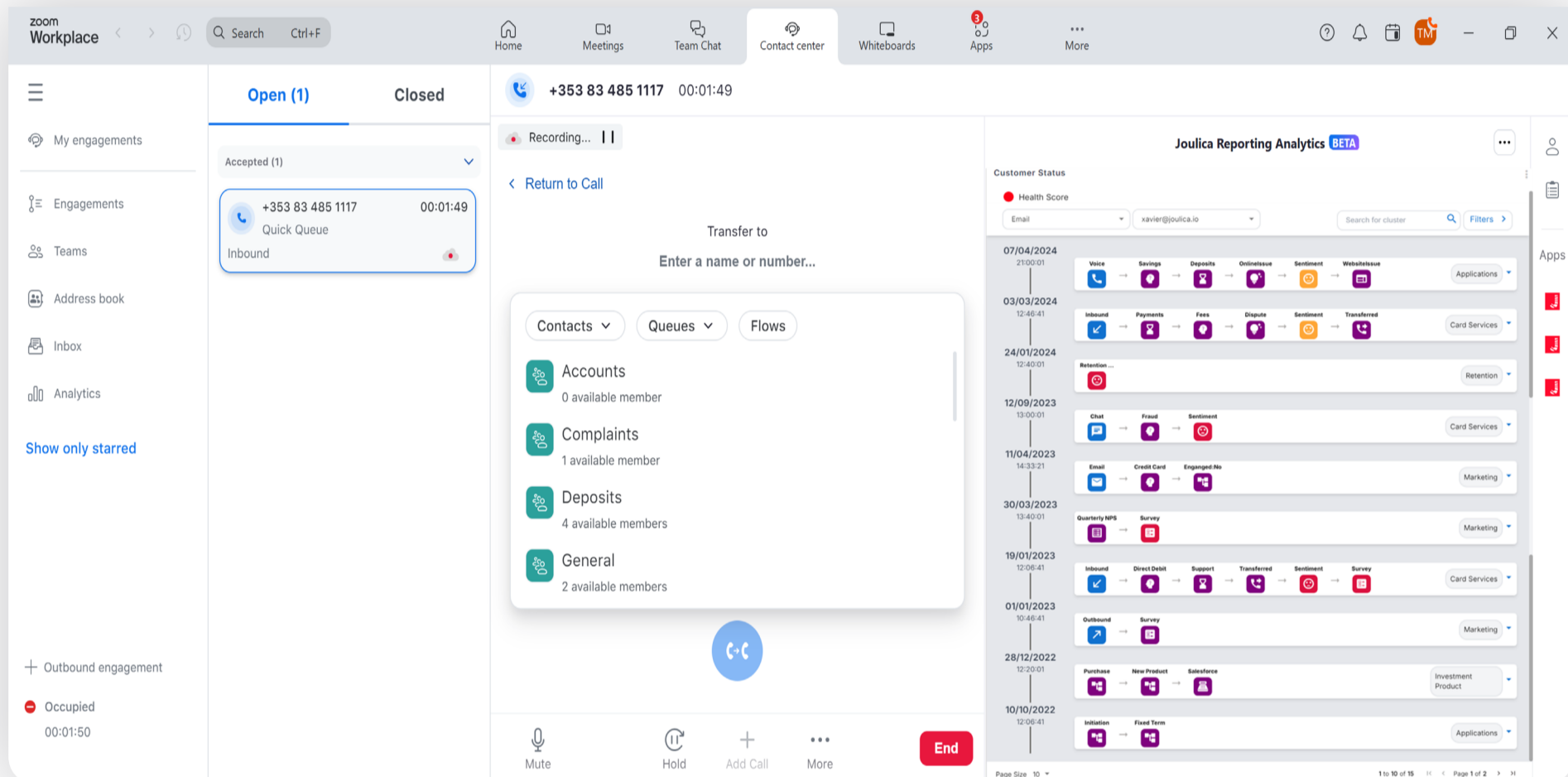
Benefits

Analyse the Total Experience

Gain complete visibility into customer interactions, not just within the Zoom ecosystem (Contact Center, Virtual Agent and Phone), but also across your entire digital landscape. This holistic view of the customer journey is surfaced to the agent within the Zoom desktop, thereby providing critical context that improves productivity and the customer experience.

AI that Guides and Orchestrates

By integrating journey analytics into Zoom Flows and Next Best Actions you can leverage the full context of each customer's journey to personalize every interaction. Critical context such as the intent of the last conversation or product page from a web visit is preserved and available within Zoom Flows to orchestrate the experience.

Optimised for your Business Priorities

Joulica correlates Zoom customer journey data with critical business KPIs, such as customer retention, customer effort, and sales. This allows your organisation to prioritise the journeys that require optimisation. Predictive scores are available for journey outcomes such as customer effort scores, sentiment and retention.

Core Capabilities

Joulica's journey analytics capabilities deliver real-time visibility into omnichannel customer interactions, extending beyond Zoom to encompass your entire digital ecosystem. The platform's advanced analytics engine transforms complex journey data into actionable insights, revealing trends and patterns that may otherwise remain hidden.

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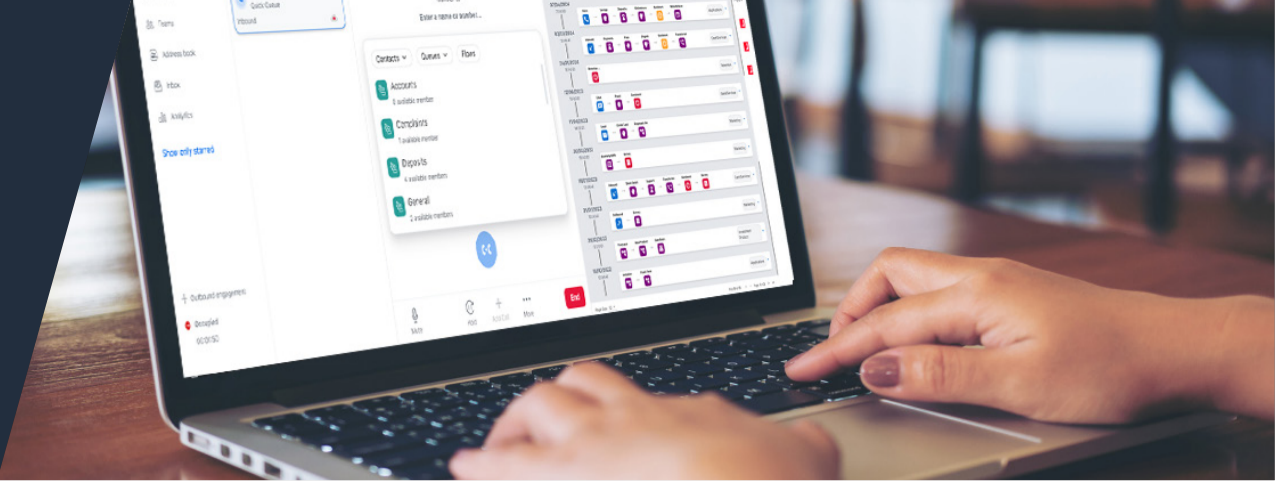
Solution Highlights

⟫ **Realtime Customer Journey Analytics:** Provides a 360-degree view of customer journeys across Zoom and other platforms.

⟫ **Analyse the Total Experience:** Integrate data from Zoom CC, Zoom VA and Zoom Phone with your broader tech stack to identify friction points, personalize experiences, and make data-driven decisions that elevate the entire customer journey.

⟫ **AI that Guides and Orchestrates:** Utilize AI powered customer journey context within Zoom Flows and Next Best Actions to create hyper-personalized interactions and proactively guide customers towards successful outcomes.

⟫ **Optimised for your Business Priorities:** Our customer journey analytics correlate with key business KPIs, allowing you to focus on high-impact journey improvements with real-time insights.

⟫ **All within Zoom:** Joulica customer journey analytics are integrated directly into the Zoom Contact Center Agent Desktop. Customer Journey insights across Zoom Contact Center, Zoom Virtual Agent and Zoom Phone are provided alongside other Zoom data to provide agents with the key context they need to deliver fast and exceptional experiences.

Summary

Joulica Customer Journey Analytics provides in-depth, real-time analytics for Zoom Contact Center, Zoom Virtual Agent, and Zoom Phone. It captures and integrates data not just from Zoom but also from third-party platforms such as Salesforce, Twilio Segment and other Enterprise data sources. This offers organisations a holistic view of customer interactions, helping identify friction points and optimize experiences.

The platform enables seamless data-driven decision-making by embedding analytics directly into the Zoom Agent Desktop as well as Zoom Flows and Next Best Actions for AI Guided Orchestration. Incorporating Business KPIs into Customer Journeys allows journey enhancements to be prioritised and improvements measured. Through personalized, real-time insights, businesses can increase customer retention, boost sales, and improve operational efficiency.

Request a Demo ⟫

https://www.joulica.io/