

The Future of Journey Orchestration in an Al World

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A Different Kind of Analyst Firm...

GEEKS	MYSTICS	
LOSERS	POSERS	

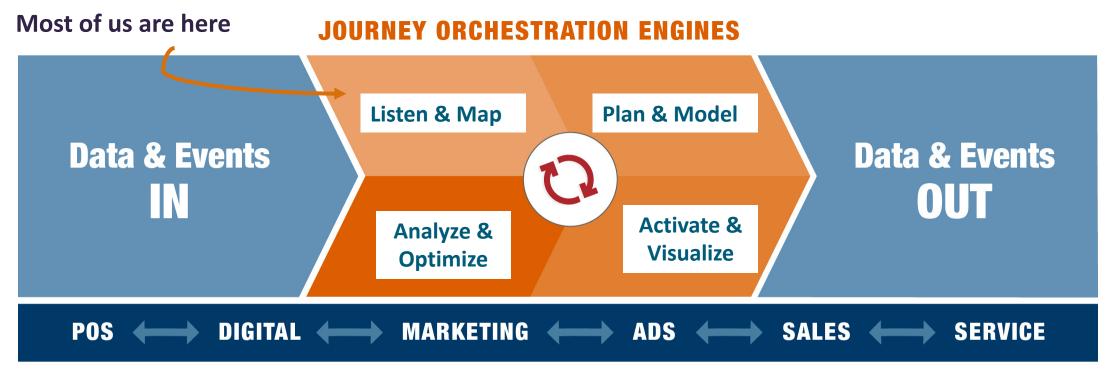
"the mystical quadrant"

INDEPENDENCE FACTORS	REAL STORY GROUP	OTHER FIRMS
CONSULT TO VENDORS?	NO	YES
SPEAK AT VENDOR EVENTS?	NO	YES
ACCEPT EXPENSES & HOSPITALITY FROM VENDORS?	NO	YES
WRITE PAPERS FOR VENDORS?	NO	YES



- 1 Journey Orchestration in Your MarTech Stack
- 2 Hurdles with JOE Platforms V1
- **3** AI + JOE V2

Journey Orchestration in Your MarTech Stack





Digital Customer Acquisition



Offline/Online **Customer Acquisition**



Sales Enablement Revenue Optimization Service & Support



& Retention

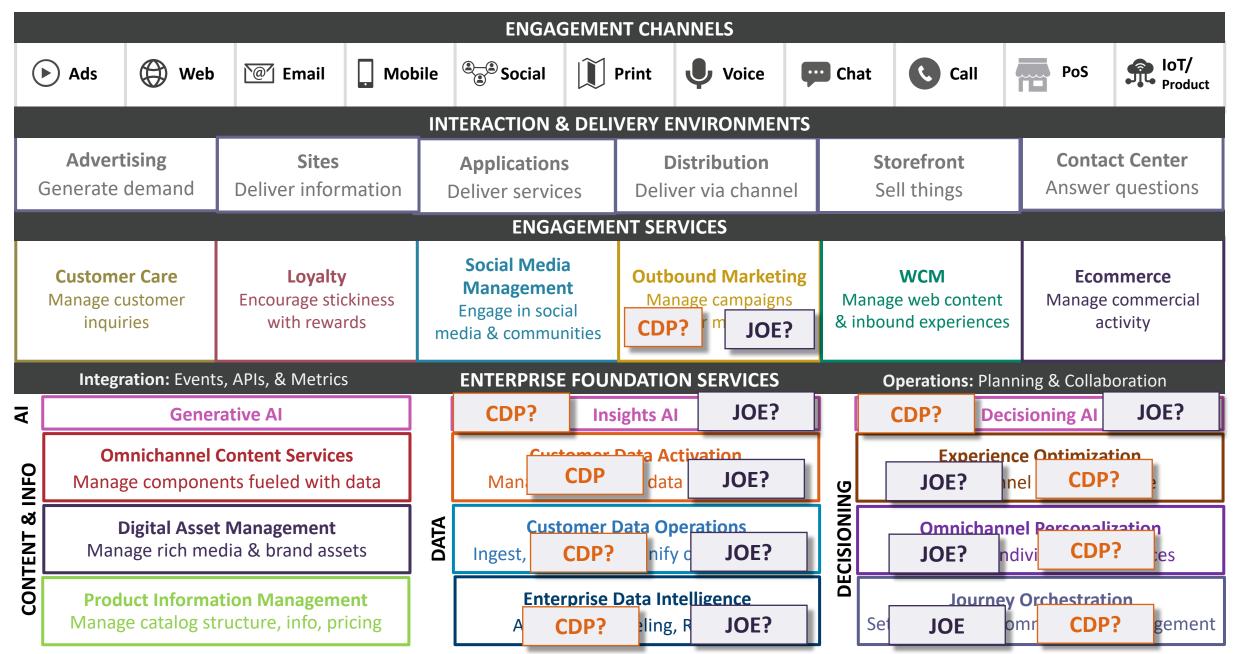




Channel Partner & Orchestration



ENGAGEMENT CHANNELS IoT/ Product Social Chat **Email** Mobile Print **Voice** PoS Web Call Ads **INTERACTION & DELIVERY ENVIRONMENTS Advertising Contact Center** Sites **Storefront** Distribution **Applications Deliver** information Generate demand Answer questions Deliver via channel Sell things Deliver services **ENGAGEMENT SERVICES Social Media Outbound Marketing WCM Customer Care** Loyalty **Ecommerce** Management **Encourage stickiness** Manage campaigns Manage web content Manage customer Manage commercial Engage in social & inbound experiences with rewards Deliver messages inquiries activity media & communities **Integration:** Events, APIs, & Metrics **ENTERPRISE FOUNDATION SERVICES Operations:** Planning & Collaboration 4 **Generative Al Insights Al Decisioning AI Omnichannel Content Services Customer Data Activation Experience Optimization** INFO Omnichannel test & improve Manage components fueled with data Manage actionable data & segments **DECISIONING** Ø DATA **Customer Data Operations Digital Asset Management Omnichannel Personalization** CONTENT Manage rich media & brand assets Ingest, process, and unify customer data Customize individual experiences **Enterprise Data Intelligence Product Information Management Journey Orchestration** Manage catalog structure, info, pricing Analytics, Modeling, Reporting Set decisions for omnichannel engagement



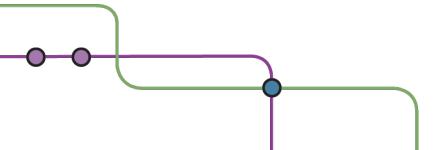
Different Ways To Seat JO Tech in Your Stack

Dedicated Expanse of Capabilities Journey Orchestration Engine 2 Part of Customer **Data Platform** (CDP) 3 **Elsewhere** (e.g., Outbound Campaign **Management)**

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Ease of Implementation

Hurdles with JO Platforms V1



JO V.1 Called Some Maturity Questions

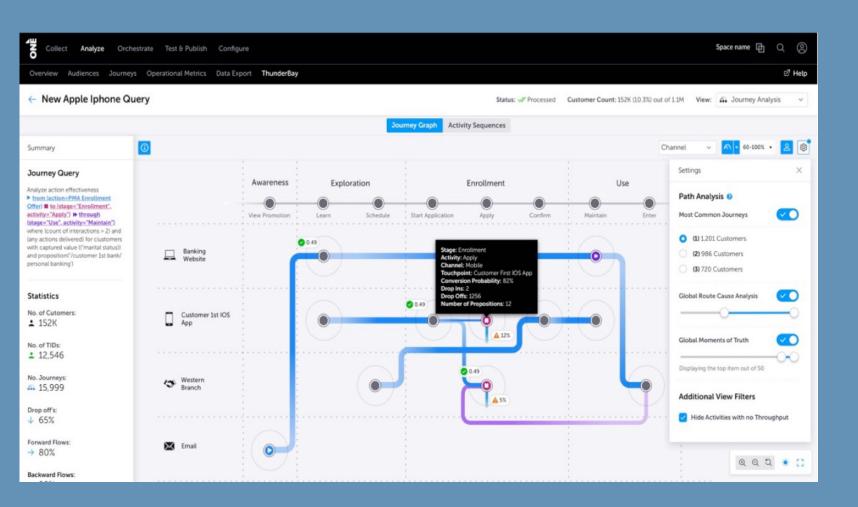


This sh1t is hard...

- Enterprise governance
- Instrumenting journey listening
- Breadth of scope
- Customer data availability
- Technical integration chops
- Internal skill sets
- Program management

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1) Dedicated JOE Platform



Pros

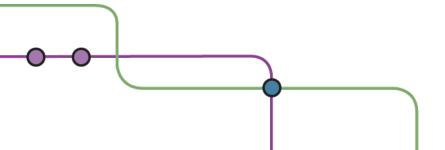
- Comprehensive capabilities with a best of breed solution
- JOE independent of other components, so you can scale it on its own

Cons

- Marketplace and solutions not very mature; questions of scale and robustness
- Requires *a lot* of integration with downstream systems
- JOE will almost surely need CDP; or provide its own (likely weak) CDP-ish capabilities
- Managing decision logic gets arduous over time

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AI + JOE V2



Closing the Al Loop at an Enterprise Level







Uncover potential opportunity

What to do with that opportunity?

Create all the variants required

Insights Al

Decisioning AI

Generative Al

Enterprise Data Intelligence

Customer Data Activation

Content Services

Omnichannel Personalization **Omnichannel**

Insights Ar Measure how it did Generative M Get better Learn and adapt prompts

Beware: Hallucinations / Content Quality / IPR

Journey Orchestration to Close the Al Loop







Uncover potential opportunity

What to do with that opportunity?

Create all the variants required

Insights Al

Decisioning AI

Generative Al

Predict Customer Behavior Automate Decision Paths

Generate Content for Interactions

Personalization, A/B
Testing at Scale

Testing at Scale

Journey Orchestration

Journey Orchestration Measure how it did Journey Orchestration Get better Learn and prompts

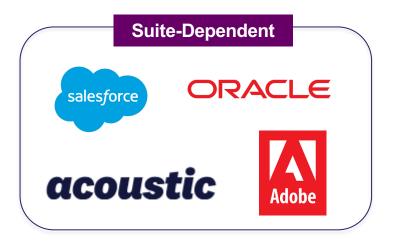
Beware: Hallucinations / Content Quality / IPR

Key Take-Aways

- 1. JO technology and enterprise journey ops remain immature but promising
- 2. JO technology can help close the loop between Insights, Decisioning, and Generative AI
- 3. In return, closing the Al loop Boosts the effectiveness of JO services
- 4. Meta story: do your research RSG can help you here...

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2024 Journey Orchestration Engine Landscape







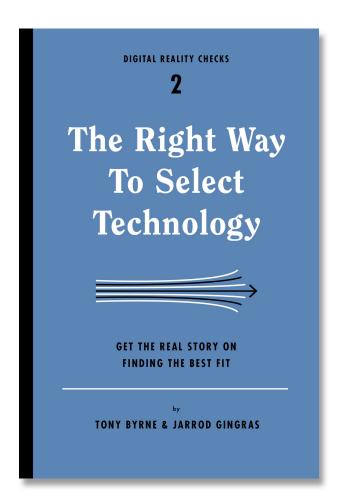


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Always Test Before You Buy...

"Design-Thinking"

Business-focused
Team-based
Empirical
Iterative
Adaptive





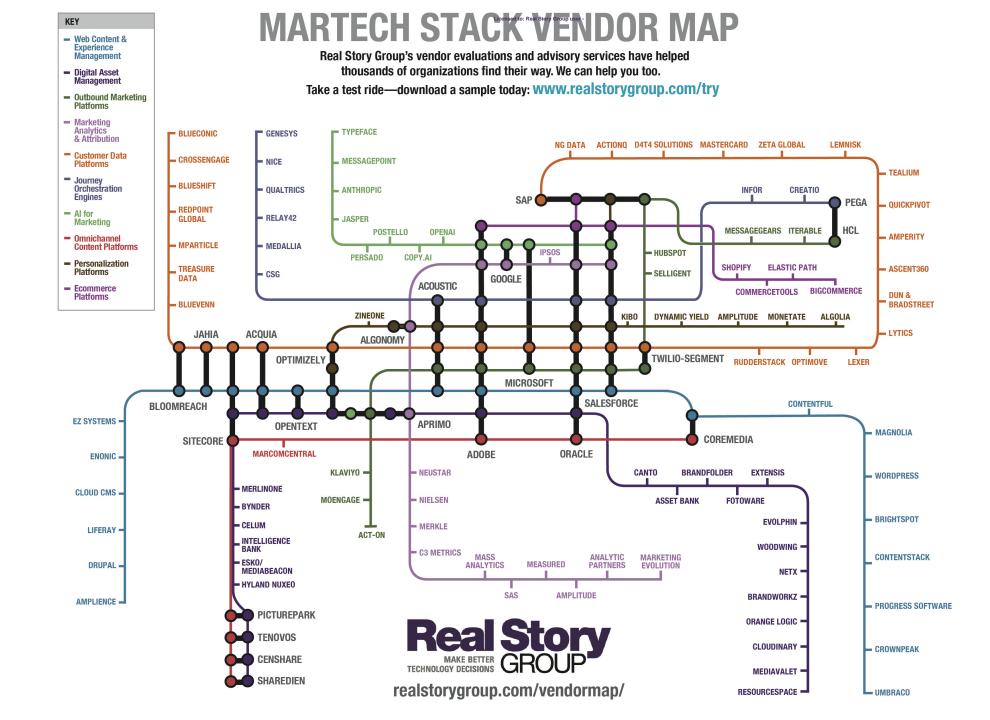
Find Best-fit Vendor



Optimize Your Stack



Learn from Peers



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