NAVIGATING CUSTOMER JOURNEYS IN THE AGE OF AI

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Inside the Modern Customer Journey

The modern customer journey is anything but a straight line. Gone are the days of a predictable path from awareness to purchase. Today, a customer might start on a mobile phone, abandon a cart, and later return via a personalized email on their laptop. A shipping question might take them from a chatbot to a live agent. Along this fragmented route, they still expect a seamless, personalized experience.

For many organizations, this creates an immense challenge: how do you connect each of these separate moments — the mobile browse, the abandoned cart, the email click, the chatbot conversation, and the phone call — into a single, unified view of the customer journey?

To effectively respond to this challenge, you need to understand how **Conversational AI** can help. Chatbots and voice assistants generate valuable, unstructured data that offers insights into customer preferences and pain points. However, many organizations lack the infrastructure to capture and unify this data in real time, leading to a fragmented view of customer behavior.

This eBook guides leaders on how to use AI to gain a deeper understanding of customer intent. It explains how the partnership between **Celebrus** and **Teradata** helps to build a modern customer data foundation. You'll learn how leading organizations are using this approach to close data gaps, deliver proactive service, and make trusted decisions about customer engagement.

The Hidden Hurdles of Customer Journey Analytics

The Disconnected View & The Cost of Disconnection

Many organizations face a significant hurdle with customer journey analytics: fragmented data. Customer information is often locked in silos across various departments and platforms, and legacy systems can rarely integrate this data in real time. This creates an incomplete view of the customer's story. Without insight into all digital behaviors and first-party signals, companies lack the crucial context needed to understand customer intent.

The consequences of this fragmented data are significant and costly. When interactions are not connected, businesses don't have a complete picture and spend more time and money trying to resolve issues they don't fully understand. This leads to frustrated customers, lower satisfaction scores, increased churn, and wasted operational effort. Ultimately, these hidden costs erode profitability and damage reputation.

The Two Pillars of Success

To break free from these challenges, organizations need a complete, high-quality data foundation captured in real time. Only then can they evaluate journeys with the right context: understanding not just what a customer did, but whether all the individual interactions actually worked for them. This comes down to two critical measures:

- **Task Effectiveness:** Was the customer's issue resolved to their satisfaction?
- **Task Efficiency:** How much time, effort, and cost did it take to resolve?

When organizations can measure both effectiveness and efficiency, they move beyond surface-level metrics to truly understand the quality of customer journeys. Complete, real-time data is the key to measuring journeys accurately and removing friction at every step, which results in a win-win: happier customers who experience less friction, and lower operational costs for the business.

Transforming Data into Insight with AI

With a real-time, trusted data foundation in place, the next step is turning that data into actionable intelligence — and that's where AI comes in. As a powerful navigator, AI's key function is unlocking unstructured data. Using transcription, Automatic Speech Recognition (ASR), Natural Language Processing (NLP), and Natural Language Understanding (NLU), AI turns conversations from customer calls and chatbot logs into structured data. This allows organizations to extract customer sentiment and identify task issues in real time.

As a customer's journey unfolds, AI refines its understanding of their task and can spot emerging issues. This process creates "Signals, contextual, time-sensitive insights that indicates meaningful change, pattern, or prediction," which other systems can use to guide proactive actions. For example, a customer struggling on a website might automatically be offered live chat support before frustration builds.

Predictive models give organizations foresight into what customers are likely to do next. By analyzing patterns across millions of interactions, such as browsing behaviors and purchase history, AI can forecast potential outcomes. Retailers can predict reorder timing, banks can anticipate loan inquiries, and travel companies can identify customers likely to call support. These insights allow businesses to intervene at the right moment, turning friction into opportunity.

REMEMBER:

AI is only as smart as the data it's fed. Without a complete, high-quality data foundation, even the most advanced AI models will fall short.

Ultimately, this advanced understanding is only possible with complete, high-quality data. By combining structured data (like purchase history) with unstructured data (like chat transcripts), AI helps close critical gaps in understanding the customer journey. It builds dynamic profiles that predict behavior over time, ensuring chatbots and other systems have the context to deliver a superior, personalized experience.

Solving the complexity of customer journey analytics requires the right combination of high-fidelity data capture, powerful analytics, and AI to interpret and act on insights in real time. This is where the partnership between Celebrus and Teradata stands out, creating a seamless solution that captures and analyzes customer behavior at scale.

Celebrus: The Foundation of Digital Truth

Celebrus specializes in real-time, first-party digital data capture and creates rich consumer profiles that begin from the very first page or screen viewed. Unlike traditional methods that rely on tags or sub-par cookies, Celebrus is deployed directly within an organization's digital properties with a patented approach to digital identity. This unique approach allows you to capture every digital interaction — every click, scroll, form fill, and second of inactivity — with unmatched precision and a level of granularity that legacy systems simply cannot match.

Celebrus resolves identities across devices, building persistent, single-customer profiles that reflect the true customer journey without relying on risky third-party data. And because this data is structured and AI-ready, organizations can apply machine learning to uncover sentiment, detect patterns, and predict next-best actions across channels. With additional built-in analytics, Celebrus empowers organizations to detect anomalies, uncover intent, and act instantly.

Without high-quality data, you can't have confident analytics or machine learning. Celebrus provides the trusted foundation you need.

Teradata: Orchestrating Customer Intelligence at Scale

Teradata leverages this digital data foundation by providing the reliable and efficient analytical power to structure and make sense of massive volumes of data. Using its powerful ClearScape Analytics features, including sessionization tools and nPath logic, Teradata organizes billions of individual interactions into coherent tasks and outcomes. At the core of its approach is "customerizing, sessionizing, and sojournizing" — resolving identifiers to a single customer record, organizing activity across channels, and sequencing any interactions and events into complete journeys.

AI enhances this process by analyzing audio recordings, transcripts, and chatbot logs to understand customer actions and optimize journeys proactively, creating more personalized and efficient experiences. Teradata allows enterprises to see not only what customers do, but also the specific paths they take, what causes them to deviate, and how those paths connect to business outcomes.

The Real-World Impact:
A Bank Case Study

The Challenge

The theory of customer journey analytics becomes real when applied to real business challenges. A leading global systematically important bank faced this exact problem when it discovered a major blind spot: Two-thirds of customers calling its agents were also actively using digital banking at the same time. Yet agents had no visibility into this digital activity leading to a frustrating experience for everyone. Calls felt disjointed, customers had to repeat themselves, and satisfaction suffered.

The Solution

The bank turned to Celebrus and Teradata for a solution. Celebrus was deployed to capture rich, real-time digital interactions, from every website click and scroll to every tap and swipe in the mobile app. Teradata then integrated this high-fidelity data with the bank's other enterprise data, layering in task resolution metrics for a complete, unified view of each customer's journey. AI was applied to call transcripts and chatbot logs to analyze sentiment, flag emerging issues, and reveal patterns for action.

The Results

The impact was substantial. By leveraging Celebrus and Teradata, the bank was able to identify and deploy a comprehensive framework for understanding customer behavior. **The framework included two dozen distinct customer tasks, three dozen subtasks, and nine dozen subtasks.** This level of granularity, combined with nPath, enabled the bank to analyze billions of customer interactions every month.

The bank moved from simply reacting to problems toward proactively intervening with customers before dissatisfaction set in.

By linking these actions to available channel and customer data, the bank identified specific behaviors and patterns associated with customer dissatisfaction and bank attrition. Armed with this insight, they were able to step in proactively, addressing issues before they escalated and improving both customer satisfaction and retention.

About Celebrus

Celebrus is the future-proof choice for businesses that need accurate, complete, real-time customer insights. Going beyond a conventional CDP, Celebrus is a behavioral data infrastructure platform that captures 100% of customer interactions across every channel and device — effortlessly and without tagging, including on mobile. We deliver true, millisecond-level real-time data, enabling instant digital identity resolution and empowering teams to act on insights the moment they occur. Celebrus moves beyond promises and provides out-of-the-box value from day one, helping you build a frictionless data foundation and enabling confident, data-driven decisions with measurable results.

About Teradata

At Teradata, we believe that people thrive when empowered with trusted information. That's why we built the most complete cloud analytics and data platform for AI. By delivering harmonized data, trusted AI, and faster innovation, we uplift and empower our customers — and our customers' customers — to make better, more confident decisions. The world's top companies across every major industry trust Teradata to improve business performance, enrich customer experiences, and fully integrate data across the enterprise. We drive positive impact for hundreds of millions of people every day around the world with faster, flexible data integration and trusted, cost-effective AI innovation. See how you can be business confident at Teradata.com.

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