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Conversation Manager Overview

Journey Mapping: Gathering Requirements

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Journey Mapping: Gathering Requirements

Before you begin optimizing a customer journey, you must understand your business objectives:

- Ask for pain points and opportunities
- Walk through Website or IVR flows and put yourself in your end user's shoes
- Understand the relevant gaps and opportunities to streamline and think about how you can leverage Conversation Manager
- Think about how journeys can be optimized

The following questions will help you understand your business objectives:

Journey

- What is the customer journey today?
- What do you *want* the journey to be *tomorrow*?
- How long do you want Context stored and relevant?
- What constitutes journey success or failure?

Channels

- What channels are you using?
- What data do you need to collect from each Channel?

Personalization and Customer Experience (CX)

- What do you want to achieve in terms of CX and business objectives?

Results and Measurement

- What are the Rules needed to achieve results?
- How do you want to measure Journey Milestones and display them in the Journey Dashboard?