

## TRANSFORM JOURNEY INTO EXPERIENCE

All companies strive to provide a stress-free and efficient experience for their customers. Understanding how a customer's requests are handled and all the internal groups that make that happen should not be their concern.

Creating a journey map in iGrafX, provides a visualization of all moments and touch-points with a company, from the point of view of the customer, user, partner, or product. Then with the power of the iGrafX Business Transformation Platform, you can easily relate the various aspects of the journey to the internal processes that support them. Additionally, satisfaction, NPS and engagement scores can be related to KPIs directly within the journey so to measure the overall performance and help identify possible areas of improvement.

### What You Get:

- Award winning "Easy-to-Use" interface to create various Journey types, e.g. Customer, Partner, and Employee.
- Flexible graphical design possibilities with use of business defined shapes and methodologies.
- Direct linking of (Customer) Journey Maps with the existing company business architecture, processes and capabilities.
- Reusable Resource Model for transparency of ownership.
- Risk Analysis and Reporting on applied Journeys, Moments, as well as Touch-points.
- Link with iGrafX Performance Management to measure performance on specific touchpoints



Break down departmental silos and understand what shapes the overall customer experience with iGrafX.

### Benefits of Journey Mapping:

- Easy to Use Interface to create all Journey types
- Direct linking of Journey Maps with existing business architecture, processes and capabilities.
- Risk Analysis and Reporting on applied Journeys, Moments, and Touch-points.

### Start your free trial today!

- Simply e-mail or call, we'll do the rest  
Tel: +1(503) 404-6050  
Mail: [info@igrafx.com](mailto:info@igrafx.com)

### Looking for a Jump Start with iGrafX?

Leverage our expertise for a higher ROI. Our training and consulting services can help you apply the power of iGrafX even faster. For more information, please visit [igrafx.com/services](http://igrafx.com/services).

iGrafX works with the Global 2000 with a focus on large, complex challenges, high degree of regulatory requirements, and the need for continuous business improvement.

### iGrafX

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