Bring Your Customer Journey to the Next Level
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Quick Facts

Summary
The SAP® Signavio® Journey Modeler solution blends customer-centric imperatives with operational excellence, delivering a solid connection between journeys, processes, and data to make continuous experience improvements.

Start creating journey models next to business processes to visualize the end-to-end experience that customers, employees, or suppliers have with your journeys and underlying processes.

Objectives
• **Build a centralized view** by visualizing how your customers, agents, and employees experience your business
• **Collaborate on experiences** by making the customer experience understandable and accessible across the company
• **Gather unified knowledge of how processes affect experiences** by linking processes and insights to specific steps of a journey

Solution
• Model journeys collaboratively across your organization
• Design and modify journey models with extended customization capabilities
• Connect data from various sources, such as Tableau and Google Data Studio, linking to experience data from the SAP Signavio Process Intelligence solution
• Integrate with your business repositories
• Reuse domain objects, leveraging your business taxonomy
• Analyze journey complexity and find improvement areas faster

Benefits
• **Customer centricity**: View customer journeys, providing customer-centered entry points to your business processes and enterprise application landscape
• **Alignment throughout the organization**: Maximize critical customer and employee outcomes by leveraging journey analytics and sentiment analysis
• **Insight into interdependencies**: Gain visibility into customer sentiment, moments of truth, and underlying process operations
• **Ability to identify critical customer and employee interaction points**: See your existing process landscape based on the process-mining capabilities of SAP Signavio Process Intelligence

Learn more
To find out more about SAP Signavio Journey Modeler, [visit us online](#).
Model Journeys Collaboratively Across Your Organization

To fully understand the impact of individual processes and their connections with systems, touch points, and people interacting with them, you need an end-to-end view of your customer, employee, and supplier journeys. SAP Signavio Journey Modeler allows you to visualize the ways people interact with your business.

Build strong collaboration capabilities and bring customer experience experts and process professionals together. Journey modeling connects processes with the underlying systems, touch points, and data points.

Organize your journeys and processes across your team and collaborate with other departments. Use folders to create processes and journeys and collaborate with specific team members from the customer experience and process professional side (see Figure 1). Communicate the status of each journey to your colleagues using icons associated with each journey, showing if it’s in draft, has been modified, or is in published mode.

SAP Signavio Journey Modeler allows you to collaboratively produce high-quality journey models. Edit, comment, and collaborate across the sections while modeling a journey. Collaborate more easily and more specifically by commenting on the whole journey or a specific step. The solution helps to ensure compliant and aligned content before publishing to the whole organization by providing ready-to-consume journey revisions to the whole organization.

Figure 1: Collaborative Journey Modeling in SAP Signavio Journey Modeler
Design and Modify Journey Models with Extended Customization Capabilities

SAP Signavio Journey Modeler enables experts to design the customer experience in an industry-standard tabular view with high customization options. Integrate your operational and external data with your customer, employee, and user journeys, discover the opportunities for improvement, and help ensure you’re reaching the height of customer excellence.

CREATE AND CUSTOMIZE JOURNEY MODELS QUICKLY
Create journey models in your business environment within SAP Signavio Process Collaboration Hub by clicking “create” and then choosing SAP Signavio Journey Model. Consume workspace folders and choose to organize your journey by folders.

DESIGN CUSTOMER EXPERIENCE-DRIVEN JOURNEY MODELS QUICKLY
With SAP Signavio Journey Modeler, you can structure journey models that fit best for your organization and create visually appealing journeys that are aligned to your corporate design (see Figure 2). Use extended customization capabilities such as font options and coloring to drive company-wide adoption. You can set up as many steps and stages as needed to capture your journey and underlying processes. Image and text sections allow you to add brand- and journey-relevant information in a way that works best for journey modelers.

By linking directly to processes that are involved in a particular journey, journey modelers and process owners can benefit from a shared perspective on the journey, with interlocks and dependencies. In addition, you can also link to other journey models and connect IT systems and organizations (as well as internal and external widgets) that enrich your journey models with important data, such as customer experience data.

Figure 2: Tabular Journey Modeling in SAP Signavio Journey Modeler
Enrich Your Journey Models by Connecting Data from Various Sources

Customer excellence is all about the combination of “inside-out” and “outside-in” thinking: which of your business processes have customer touch points, and more importantly, how do customers perceive those touch points? Journey modeling allows you to translate the experience your customers have when interacting with your processes into quantifiable and manageable information, so you can adapt quickly to changes in customer expectations and delight customers consistently and at scale.

With SAP Signavio Journey Modeler, you can improve Net Promoter Score (NPS), customer satisfaction score (CSAT), and Customer Experience Index to effectively boost customer retention and loyalty. Leverage customer data and process-mining analysis to understand the root causes of customer frustration or happiness, then repair or redesign your business processes and journeys. Break down the silos between customer experience and process teams and align on common goals and definitions of journey modeling.

MAKE DATA-DRIVEN DECISIONS TO IMPROVE THE CUSTOMER EXPERIENCE

The solution allows you to bring customer experience or operational data from external systems to a specific journey step and show it in one place (see Figure 3). You can combine a data-driven approach with a human-driven approach by manually setting up the actual or desired state of customer sentiment per step using predefined indicators.

Combine operational and experience data within your journey models with SAP Signavio Journey Modeler and SAP Signavio Process Intelligence. Connect to SAP Signavio Process Intelligence by copying the widget ID from any investigation into your journey models and choose where to show the data and analysis by pasting each widget ID into any journey step you want. A license for SAP Signavio Process Intelligence is required for this connection.

Figure 3: Data-Driven Journey Modeling in SAP Signavio Journey Modeler
<table>
<thead>
<tr>
<th>Main capabilities</th>
<th>Details</th>
<th>Allowing you to...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collaborative journey modeling</td>
<td>• Folder structure for journey models&lt;br&gt;• Commenting and collaboration among journey modelers&lt;br&gt;• Cross-organizational alignment</td>
<td>• <strong>Use</strong> folders to create processes and journeys and collaborate with specific team members&lt;br&gt;• <strong>Communicate</strong> the status of each journey to your colleagues using icons associated with each journey&lt;br&gt;• <strong>Collaborate</strong> by commenting on the whole journey or a specific step&lt;br&gt;• <strong>Create</strong> journey models in your business environment within SAP Signavio Process Collaboration Hub</td>
</tr>
<tr>
<td>Journey model design</td>
<td>• Creation of tabular journey models&lt;br&gt;• Customization of journey models&lt;br&gt;• Section types</td>
<td>• <strong>Enable</strong> experts to design customer experience in industry-standard tabular view with customization options&lt;br&gt;• <strong>Create</strong> visually appealing journeys that are aligned to your corporate design through extended customization capabilities</td>
</tr>
<tr>
<td>Connection of data with experience</td>
<td>• External and internal widget integration&lt;br&gt;• Integration with SAP Signavio Process Intelligence&lt;br&gt;• Integration with external systems</td>
<td>• <strong>Enable</strong> customer experience experts and process professionals to improve the process experience&lt;br&gt;• <strong>Bring</strong> customer experience or operational data from external systems to a specific journey step and display it in one place&lt;br&gt;• <strong>Connect</strong> to SAP Signavio Process Intelligence by copying the widget ID from any investigation into your journey models&lt;br&gt;• <strong>Connect</strong> with Tableau or Google Data Studio</td>
</tr>
</tbody>
</table>
| Business repository integration | • Journey complexity score  
• Business process linking  
• Business processes configuration | • **Integrate** with the business taxonomy of the organization and keep it updated automatically  
• **Connect** journey models with your business taxonomy, link business processes, and autopopulate IT systems and org units to each journey step using process section |
|-----------------------------|-------------------------------------------------|--------------------------------------------------------------------------------------------------|
| Reuse of domain objects     | • Persona utilization  
• Touch point management | • **Benefit** from a central repository and customize to fit your business needs  
• **Fill** out persona details in a structured way and create them directly in the SAP Signavio dictionary  
• **Add** images, links, lists, and text and format to your needs |
Make Process Part of Your DNA to Transform and Continuously Innovate

SAP Signavio Process Transformation Suite provides solutions for process and journey modeling, process analysis and mining, governance, and automated execution. SAP Signavio Journey Modeler is part of SAP Signavio Process Transformation Suite. Leveraging high-quality industry standards, the suite helps you get started right away. Quickly locate, narrow-down, correct, and prioritize process issues as the solutions point you in the right direction and help you build a fast track for your process mining and continuous business transformation initiatives.

Process-mining capabilities build your path to the successful in-depth analysis of your processes, unearthing your process reality and generating insights to identify improvement opportunities. Combined with a full-scope process and journey modeling, the solutions allow you to bring your processes to the next level while improving your operations and experience for customers and employees.

With SAP Signavio Process Transformation Suite, you not only understand your existing business processes, but you can also proactively manage and optimize them to achieve the agility needed to succeed, thrive, and develop a resilient and sustainable business model. Harness the power of processes and people with this single destination for collaboration and continuous change.

To learn more about SAP Signavio Process Transformation Suite and SAP Signavio Journey Modeler, visit us [online](#).