

# Humanify<sup>®</sup> Journey Orchestration

## Orchestrate great experiences

Humanify Journey Orchestration (HJO), powered by Kitewheel, allows companies to deliver a true customer-centric omnichannel experience. Customers are guided along a course based on real-time insights and data, across all digital touchpoints. This enables companies to create interactive and engaging customer-led experiences for the ultimate in personalized service.



## Customer journey hub

Humanify Journey Orchestration is a cloud-based Customer Engagement Hub (CEH) that allows brands to orchestrate seamless interactive journeys across existing systems, touch points and data - without ripping and replacing existing infrastructure. It uses real-time and historic customer data, predictive models, decision trees, matrix rules and machine learning to continually improve journey performance.

Brands can now get beyond the things which are commonly holding them back including existing infrastructure, legacy software investments and disjointed customer data. HJO allows brands to leverage these things, connect them together in real-time and orchestrate the customer journey across them.

**Humanify Journey Orchestration's cloud-based platform enables companies to craft true journeys to engage today's connected customers.**

**Its Customer Engagement Hub (CEH) allows brands to orchestrate seamless interactive journeys across existing systems, touch points and data - without ripping and replacing existing infrastructure.**

## Benefits

**Central location rules and logic** - Craft journey logic once, and re-use it across additional channel or touch points

**REAL real-time** - all hub functions, not just the trigger or decision, occur in true real-time

**Future-proof** - works with any system touch point in place today - or tomorrow

**Integration without implementation** - pre-built adapter fast-tracks your roll-out

## True journey orchestration

TTEC offers a true journey orchestration environment. HJO is more than a next-best-action system, event-triggered system or real-time recommendation engine. It understands complex states and can process events, non-events, words and phrases in real-time to initiate and guide customer journeys. These can be processes across any source, or combination of data sources including streaming, static, structured or unstructured. Additional real-time context including location, proximity and even weather can be gathered and incorporated into each customer's individual journey.

## Key features

### Real-time data connectors

- Connect to any streaming, static, structured or unstructured data source - in real-time
- Listen to Bluetooth LE Beacons, web sites, mobile apps, social media, email, SMS streams, IVR, web services, XML, spreadsheets, flat files and more

### Real-time context

- State /complex state; events / non-events; keywords / phrases
- Location, proximity, weather, traffic

### Real-time customer profiling

- Kitewheel assembles an up-to-the-second "virtual customer database of one," as live interactions occur, by accessing disparate data sources throughout the enterprise
- Enrich real-time customer profiles via 3rd party sources Fliptop, Rapleaf, Bit-text, Klout, Full Contact

### Real-time analytics

- Upload SAS, R, SPSS and other analytic models directly
- Run models in real-time, scoring individuals with up to the second data

### Flexible business logic

- Decision trees, N-dimensional tables, columnar tables, graphical mapping
- Visual and natural language rule building

### Real-time email individualization

- Dynamically serve up email content - as it's opened - changing content based upon time of day, location, customer behavior and more

### Real-time web individualization

- Track clicks, hovers, scrolls, & search strings
- Recognize known and anonymous visitors, across properties and combine with cross channel behavioral data, to serve up individual journeys

### Workflow and collaboration

- Extensive on-board facilities allow for assigning and tracking of tasks across the team
- Automated project documentation capability "packages up" project plans

### Real-time virtual graph engine

- Automatically execute graphical processes, without converting to code, for greater performance and scalability

### Journey process testing

- Test processes using historical volume interaction data and Monte Carlo simulation
- A/B test nodes, multivariate, champion/challenger tests effectiveness across processes
- Automated draft/test/production sandboxes allow seamless and error free transition from journey design to live production

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## About us

About TTEC TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading global customer experience technology and services company focused on the design, implementation and delivery of transformative customer experience for many of the world's most iconic and disruptive brands. The Company delivers outcome-based customer engagement solutions through TTEC Digital, its digital consultancy that designs and builds human centric, tech-enabled, insight-driven customer experience solutions for clients and TTEC Engage, its delivery center of excellence, that operates customer acquisition, care, fraud prevention and detection, and content moderation services. Founded in 1982, the Company's 52,400 employees operate on six continents across the globe and live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit [ttec.com](http://ttec.com).