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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?