

# Customer Journey Plug-in

## Success Secret: Optimize the Customer Journey

Success for a modern-day business has evolved greatly. Generating revenue is no longer just about landing accounts, but ensuring these accounts have a positive experience throughout their lifespan with your organization. Think of every engagement, interaction, and touchpoint with your brand as a journey that your customer will embark on. This journey covers the entire lifecycle of success from discovery, evaluation, purchase, upsell, and, for subscription models - renewals. This involves a company-wide strategy in building out the best set of processes covering each stage of the customer's journey. But here's the problem – will your employees know what to do? And more so, is your organization equipped to guide them?



## Build Paths, Leave Trails

The Customer Journey Plug-in helps you achieve the best possible customer experience by enabling all internal teams with the tooling to build out best practices. Track every activity, every stage, and every process to closure. Build best practices across the entire customer lifecycle from lead management, opportunity tracking, account planning, and customer care.

# Benefits



## Maximize Productivity

- Streamline all business operations through a series of best practices across your organization at every stage of the customer lifecycle
- Deconstruct complex internal processes into a series of simple repeatable tasks and formalize success
- Leverage the power of Sugar Advanced Workflow to automate repetitive tasks



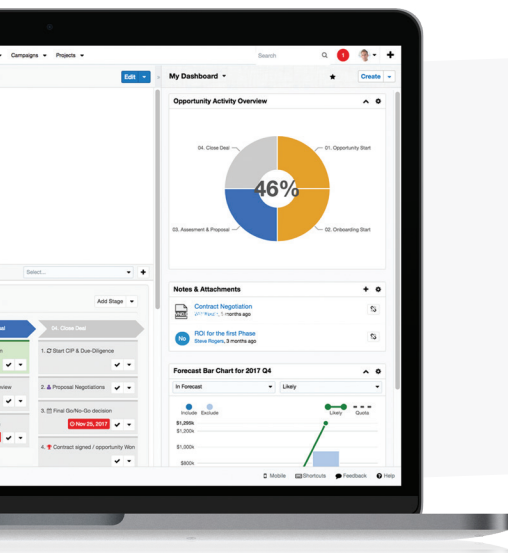
## Promote Transparency

- Track and view your progress with an elegant visual designer
- Manage your team's progress in real-time more easily and accurately



## Increase User Adoption

- Build confidence in your CRM users with a standard set of best practices
- Transform every employee into the expert of their domain
- Rapidly onboard new employees with a visual set of guidelines



## How To Get Started

Contact your SugarCRM sales representative, reseller partner, or visit **[www.sugarcrm.com](http://www.sugarcrm.com)** to learn more about how the Customer Journey Plug-in can benefit your business today.