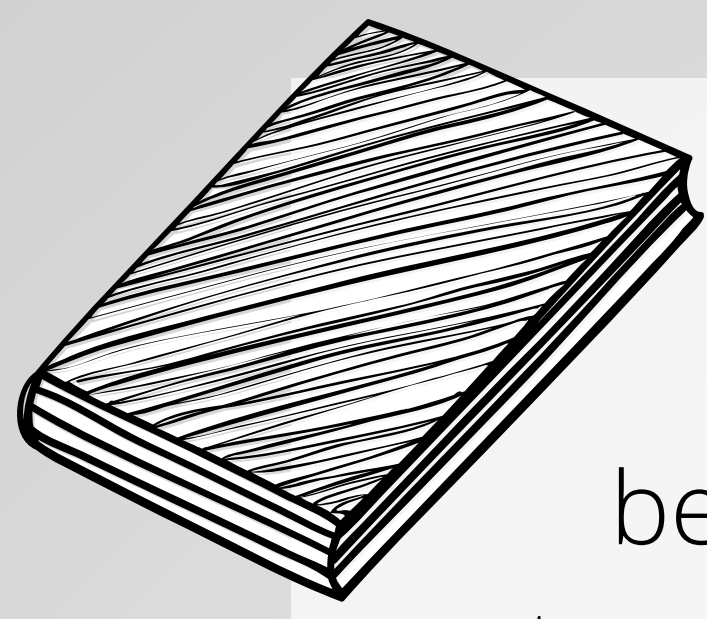


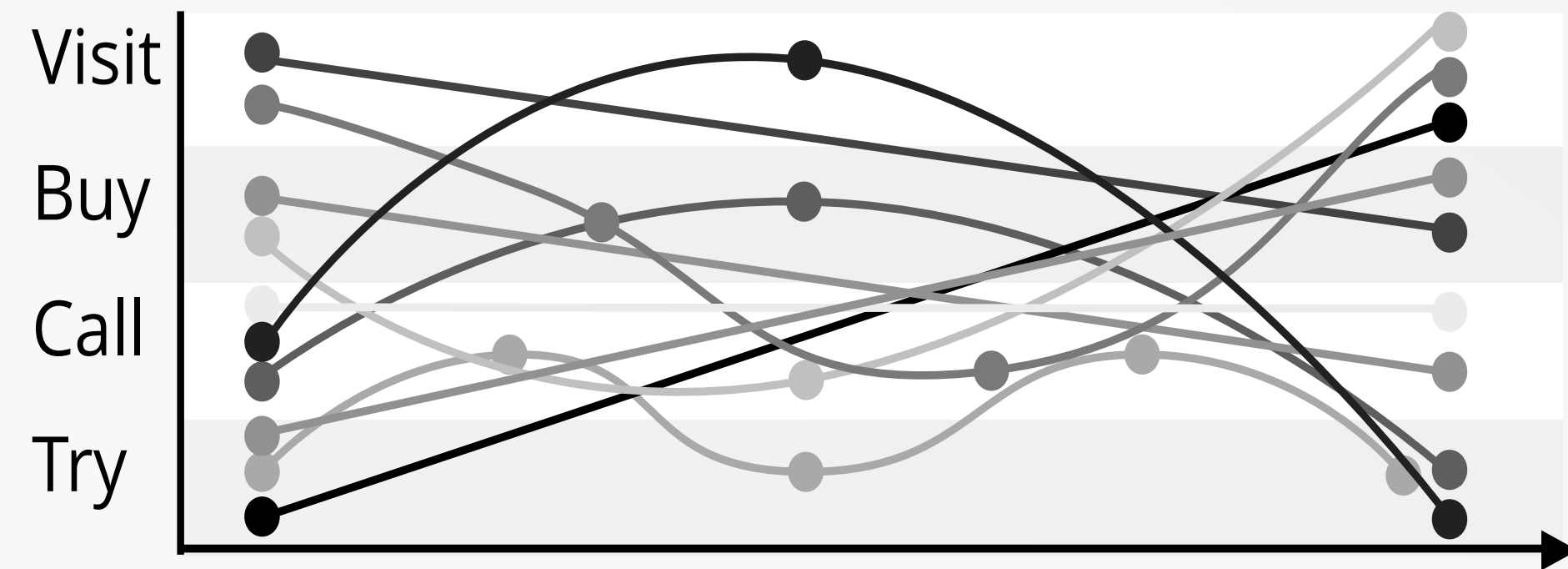
Goal-oriented Exploration of Customer Journey Maps using Event Logs and Data Analytics



Customer Journey Maps:

Customer journey maps (CJMs) allow for better understanding of a customer's end-to-end experience when using a service by mapping any interactions with the company on a map.

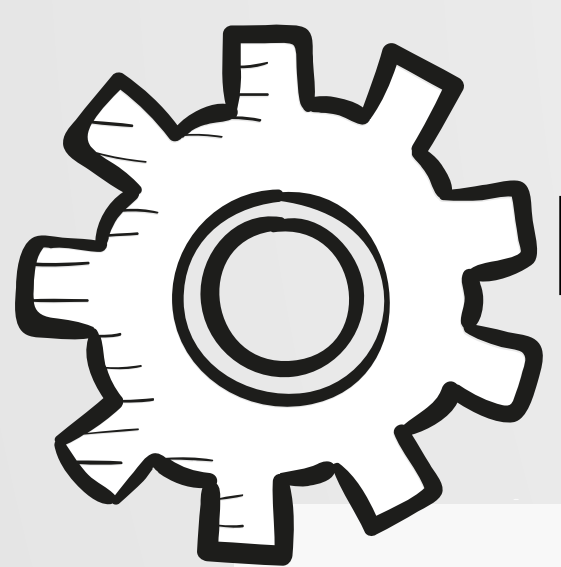
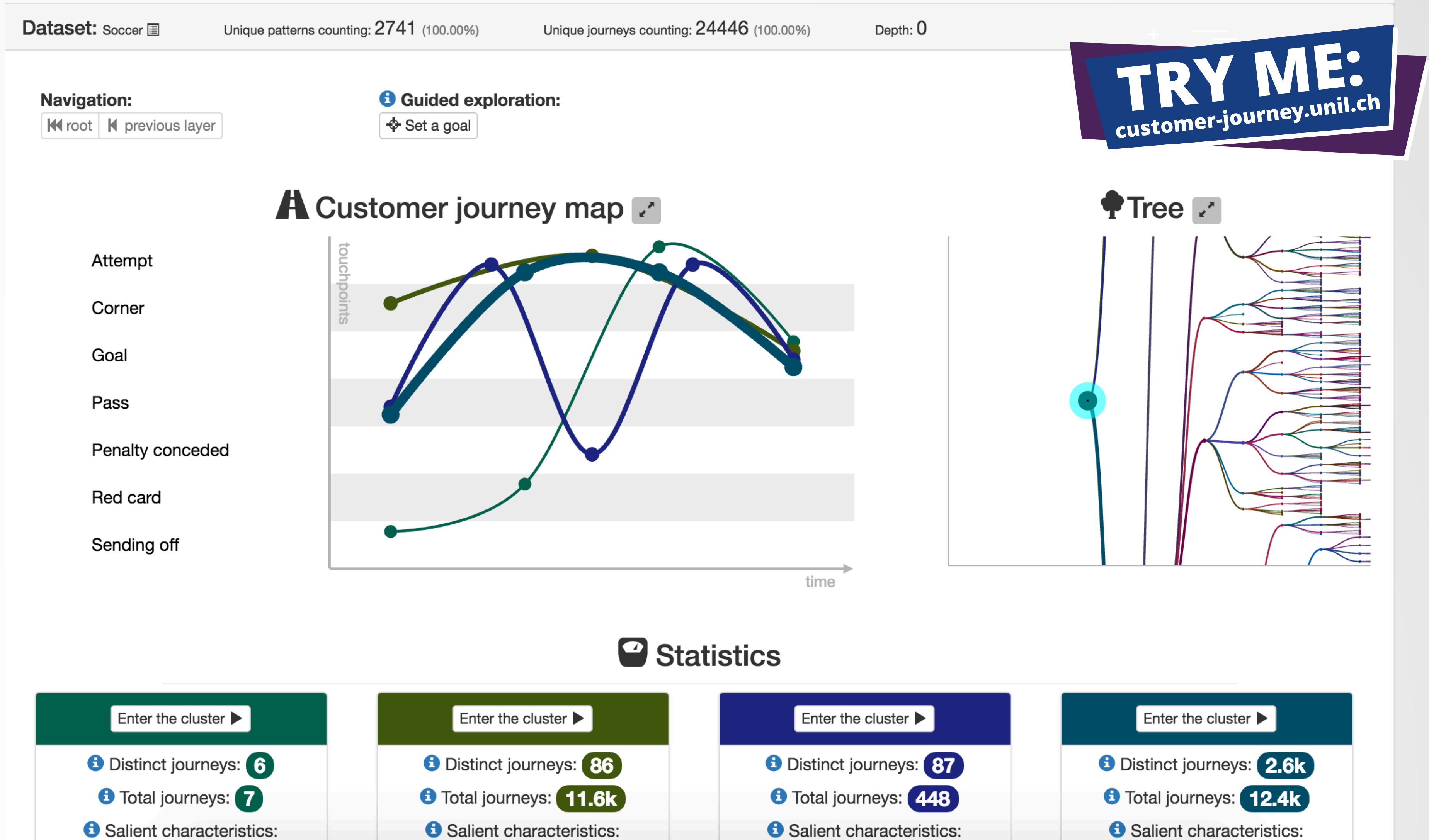
Challenge:



Proposed solution:

CJM-EX

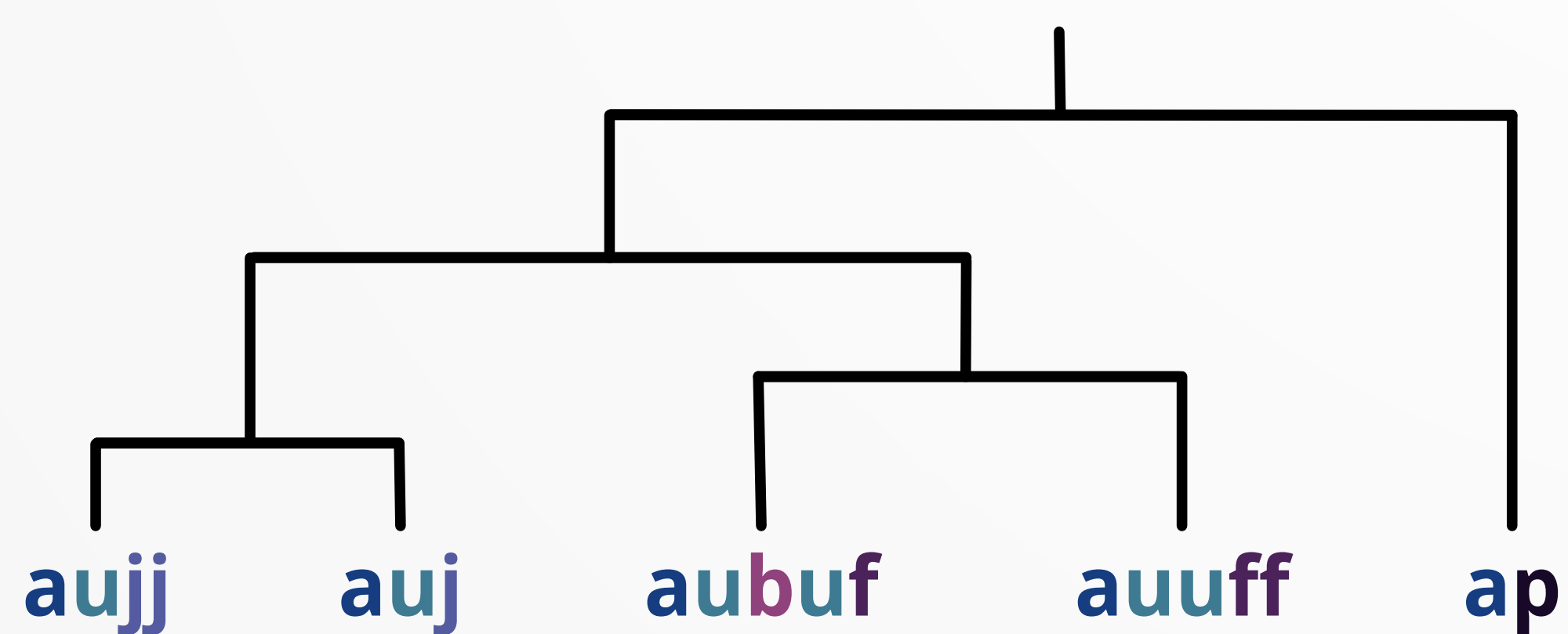
- ✓ Web interface to navigate in CJMs
- ✓ Hierarchical clustering for a top-down navigation at different levels of abstraction
- ✓ Possibility to define exploration goals
- ✓ Option to upload a XES file (event logs)



How does it work?

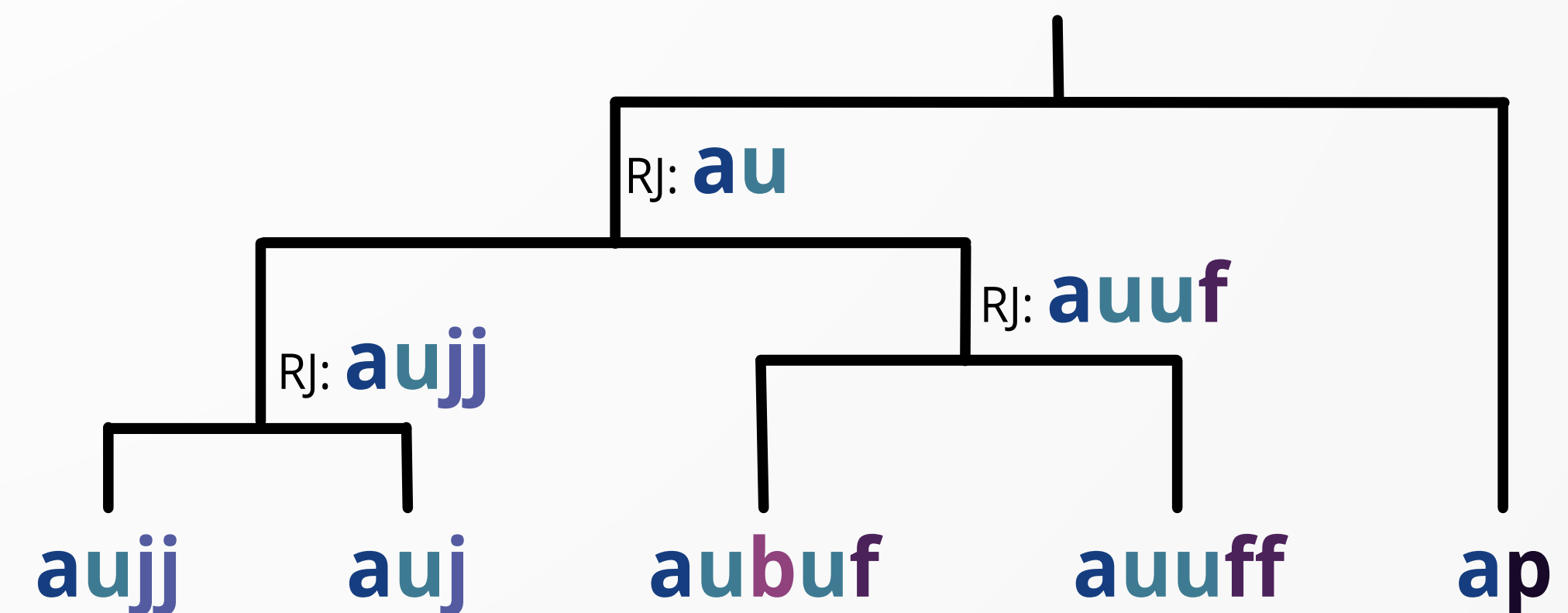
We would like to navigate in 5 journeys while limiting the number of journeys to be displayed to 2 per CJM.

1. Measure the distance



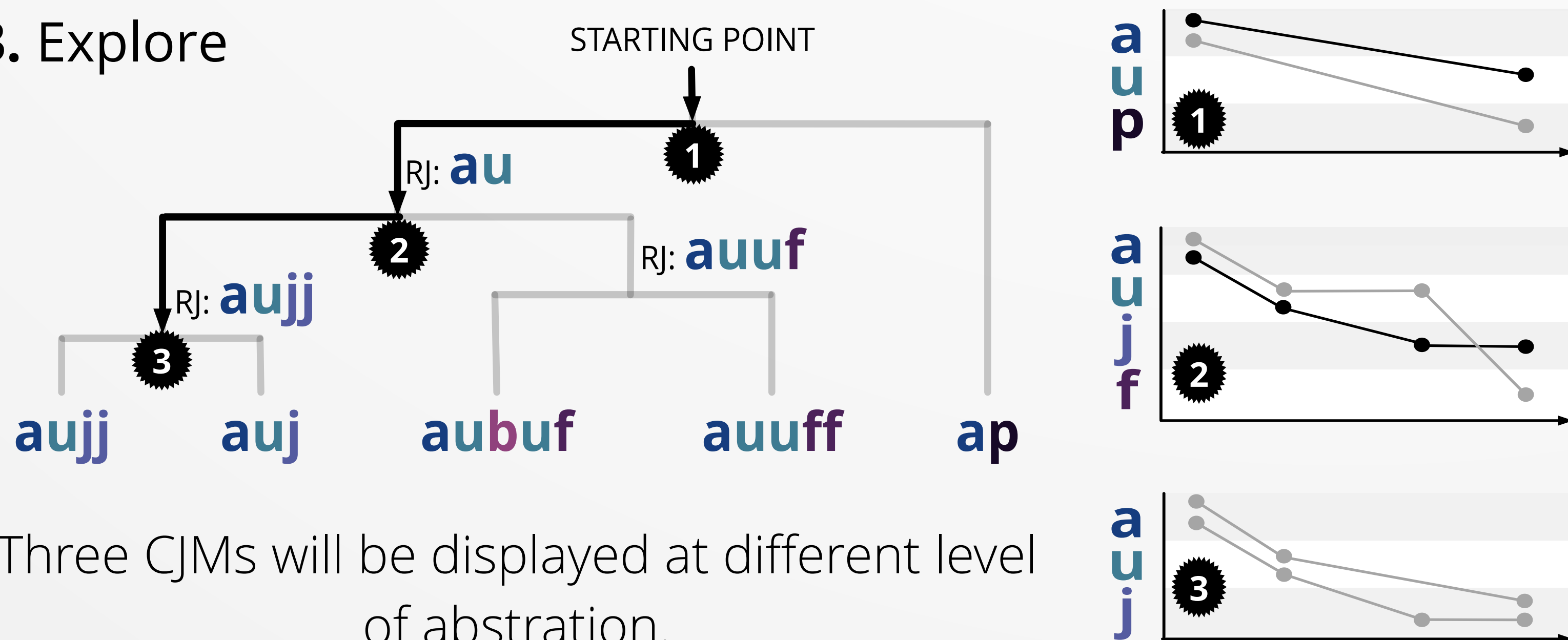
We use the edit distance between sequences to build a hierarchical cluster

2. Find the representatives journeys (RJ)



A RJ is a pattern of activities whose purpose is to summarize the patterns contained in a cluster.

3. Explore



Three CJMs will be displayed at different level of abstraction.

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