W69 Consultancy

Customer Journey Automation

W69 automates the entire customer journey — from first touchpoint to repeat purchase — with AI that personalizes every interaction.

Service Brief | W69 Consultancy

Pillar: AI Infrastructure

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Overview

W69 automates the entire customer journey — from first touchpoint to repeat purchase — with AI that personalizes every interaction.

01 Journey Orchestration

AI-driven orchestration of the complete customer journey across all channels: email, social, web, chat, and phone.

02 Personalization Engine

Real-time personalization of content, offers, and timing based on individual customer behavior and predictive models.

03 Lifecycle Automation

Automated lifecycle flows for onboarding, activation, retention, and win-back with AI-optimal triggers.

Frequently Asked Questions

What's the difference between marketing automation and customer journey automation?

Customer journey automation goes much further: it orchestrates the entire customer experience across all channels using AI for real-time personalization.

What data do you need to get started?

We start with the data you already have: CRM data, website analytics, email engagement data, and transaction history.

How long does implementation take?

The first automated journeys go live within 3-4 weeks. A complete system is typically operational after 2-3 months.

Ready to get started?

Get in touch for a no-obligation conversation about the possibilities.

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W69 Consultancy - AI-Powered Growth, Marketing & Sales