



JourneyMate from Centific

Accelerate insights on your customer experience.

1 in 3

customers will leave a brand they love after just one bad experience.

92%

of customers will completely abandon a company after 2 to 3 negative interactions.

Are disconnected experiences, confusing messaging, and inefficient optimization processes impacting your customer journey? JourneyMate by Centific can help.

JourneyMate is a unique browser-based solution with journey-tracking capabilities that delivers the insights you need to make informed decisions about your global customer experience. Powered by over 1M OneForma users in 230 countries and markets, JourneyMate helps you reduce friction and resolve pain points quickly to improve conversions, loyalty, and customer engagement.

Key Features + Benefits

JourneyMate enables you to streamline workflows for customer journey validation, issue identification, and regression at scale, saving your business budget and effort.



End-to-end Visibility of journey pain points and obstacles



Detailed Reporting on content & experience effectiveness



Persona-Driven Insights based on your ideal customer profile



Issue Flagging and Tracking at the URL level



Seamless Integration with customer workflows & pipelines



Customizable Forms for more targeted issue tracking



Auto-Assigned Resources for deeper investigation

INTEGRATES WITH

- Jira Software
- Airtable
- Azure DevOps

60% LESS ENGINEERING

4X FASTER OPTIMIZATION

1M+ CURATED CROWD

230 COUNTRIES + MARKETS

Accelerating Insights

See what's working quickly, so you can make improvements faster.



Enabling Opportunities

JourneyMate provides persona-based insights that help you answer critical questions.

Customers

- Which customers are most likely to purchase?
- How do customers interact with my website?
- Are customers able to find what they need quickly?
- Can customers convert or make a purchase easily?

Experiences

- Why is a certain goal or product not being reached?
- How can I get customers to products or services faster?
- Which experiences provide the most value?
- How is our experience different from competitors?

Why Centific

Centific helps global companies solve their toughest customer experience challenges with data-driven, people-centric solutions.

Reach

With teams in the **Americas, Europe, APAC, and around the world**, Centific has the **global support** and resources to help your brand succeed in any market.

Scale

Our **OneForma platform** gives you access to **1M+ users across 230 countries and territories**, giving you more insight into your customers around the world.

Technology

We leverage the latest in **AI, ML, and cloud technologies** to help you deliver best-in-class customer experiences powered by people.

Want to learn more? Drop us a line at solutions@centific.com