



# Arkturus Customer Journey and Experience Starter Pack

For anyone tasked with tracking their customers journey and user experience of their systems and processes.

Process mining is essential for anyone who wants to understand how their customers move from first contact, to prospect, to a customer. It supports 'design thinking' and goes deep into your systems and processes, well beyond the obvious, to deliver those hidden gems that can turn a pipeline into a profit line.

Now you can underpin your qualitative customer journey research with real data and fact-based insights. While SaaS companies and retailers obviously love this one, it is a must for researchers, marketers and sales teams from any environment - along with the external advertising, digital and marketing agencies they work with.

## Roles typically interested in the Customer Journey Starter Pack

Marketing teams, research agencies, sales and business development leaders, product managers, customer experience (CX) managers, digital, advertising and marketing agency data specialists.

## What you get for your Starter Pack

- Mining of one customer segment through one simple engagement experience with a product, solution or service. Includes data loading and processing.
- Full set of dashboards and process visualisations detailing how the customer journey is actually operating, so you can truly understand the customer journey before improving it.
- Full, interactive, process analysis tool to assist with identifying issues and improvement opportunities, and measurement of applied improvement initiatives.
- Presentation of an "Insights Pack" to your key stakeholders at a workshop run by the project consultant, including identification of key improvement initiatives you can apply.
- 90-day subscription to the Arkturus process mining platform (post dashboard delivery) to enable the measurement of applied improvement initiatives.
- Training for the Arkturus process mining platform and methodology.
- All-inclusive pricing, with over 100 hours of time for a data scientist, data engineer and project consultant (your key point of contact). Pricing is dependent on an assessment of complexity and requirements.

*Note: Starter Pack assumes the same data set will be used for pre and post measurement.*

# The Arkturus 7-Step Approach

Typically delivered in  
**30 days**  
dependent on the  
availability and  
responsiveness of  
your team

- 1 PLAN:** Project-start meeting with your key stakeholders, Arkturus project lead and data scientist to agree scope, objectives, resources and timing. A written project charter will be signed off by all parties
- 2 DISCOVER:** Indepth sessions with your subject matter experts and relevant technical people to capture an overview of the process and identify available data sources.
- 3 DEFINE:** Your Arkturus data scientist defines the data requirements – this is validated by your key stakeholders and the data is extracted.
- 4 VISUALISE:** The data extracts are processed by the Arkturus Process Mining platform and the Arkturus Data Scientist produces initial process visualisations.
- 5 VALIDATE:** The initial process visuals are validated with your subject matter experts / stakeholders. Any adjustments required are made by the Data Scientist. **An Insights workshop with your key stakeholders is booked five working days from this point**
- 6 INSIGHTS WORKSHOP & KNOWLEDGE TRANSFER:** We work with your team to understand and flesh out the key insights that align with the project objective. Training is provided on the Arkturus platform and methodology, which will be customised to your way of working. The Starter Project dashboards, interactive models and insights are presented at the Insight Workshop with your key stakeholders. An improvement initiative for implementation and tracking is identified at this meeting.
- 7 ACTION:** The Arkturus platform is used during the 90-day period to assist with analysis and measurement while the initiative is implemented

## What happens once your starter project is finished?

The next steps are identified during the 90-day subscription period. These can include:

- **Continue:** subscribe to use Arkturus for ongoing improvement initiatives for the process
- **Expand:** increase the scope for Arkturus to provide more resource to assist with other project deliverables (depending on internal resource capacity)
- **Duplicate:** run another Starter Pack project for a difference process – we don't put a limit on how many 'Starter Packs' you can run.

Note: additional resource and/or subscription costs to be advised.

## GET STARTED!

**Email:**

[info@arkturus.co](mailto:info@arkturus.co)

**Phone:**

+64 27 286 1960

