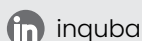# inQuba

JM

inQuba Journey Management

Unlock the Power of Customer Journey Orchestration for Shared Success

inQuba Journey Cloud, our analyst-rated Customer Journey Management SaaS platform, has achieved a doubling in customer conversion at key journey points as well as significant improvements in customer retention, customer experience and customer insight.

When your customers reach their goals, you reach yours too.

Building a personal connection

How to help customers reach their goals in an omnichannel world

In today's omnichannel world, generic messages just don't cut it. At inQuba, we focus on understanding each customer at every step of their journey. By doing so, we help them achieve their goals and driving meaningful interactions that boost profitability. To be able to drive customers along the customer journey, there are several steps to success:

| To achieve **business profitability** | and ensure **customer goal attainment** | you need to **engage when they stall** | and **nudge them** towards their goal | and deliver **real customer value** |

inQuba Journey: your path to customer success

We know that helping customers reach their goals is key to your success. That's why we've built inQuba Journey, a top-rated platform by Forrester and Gartner. It's designed to analyze and guide customers through their journey, providing insights into progress, drop-offs, customer value, engagement, and profitability.

With inQuba, you get the tools you need to drive meaningful customer experiences.

Hyper-personalized communications nudge customers forward and help them reach their goals.

inQuba's real-time, AI-powered journey orchestration has been shown to double customer conversion at key steps of customers' journeys, thereby boosting conversion and return on investment in CX improvement. Using a credit card application example, a nudge could prompt stalling customers by proactively offering information that addresses confusion by clarifying what the next step is. A nudge may also offer the option of personal support where human contact would assist the client to move forward.

Benefits include:

- Tracking of individual customer journeys
- An emotional overlay of customer sentiment
- The ability to anticipate behavior through visual analytics and machine learning
- Journey optimization for conversion
- The ability to address important business challenges such as acquisition, retention, conversion and customer insight.

Unlocking customer journey success

We know that optimizing customer journeys is an ongoing process. That's why we combine our expertise, methodology, and the inQuba Journey Platform to deliver results that exceed expectations—often achieving ROIs over 1000%. We work with leading brands across industries to drive real outcomes, fast.

Our projects are implemented in weeks, with clear objectives and measurable success. We provide an ongoing set of services to be able to optimize customer journeys.

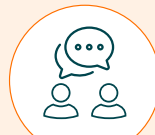| Insight review	Dialogue optimisation	Systematic changes	Journey optimisation	P2P optimisation
We analyze customer paths, goals, and challenges to gain deep insights.	We refine interactions to be more personal and effective	We identify and address underlying issues to ensure long-term success	We add more detail, introduce timely nudges, and analyze profitability across journeys.	We pinpoint intervention points, connect in real-time, and optimize escalation management to meet service level agreements

Measurable Impact

Clients deploying inQuba for payments and collections have seen:

15-20%
reduction in payment delinquencies.

20-30%
drop in early-stage churn.

>20%
significant uplift in automated payment adoption.

How inQuba Delivers Business Impact

Acquisition

Use case: Boosting customer conversion to grow revenue & improve NPS

Experience data reveals important trends when customers are stalling on their journeys. These stall points are illustrated within inQuba Journey Analytics, allowing businesses to zoom in and understand customer behavior. Businesses are then able to nudge customers to take the next step with nudges and real-time interventions. These insights allow businesses to develop a targeted plan to address issues and improve conversion.

Retention

Use case: Measuring & improving experiences at every step to reduce churn

inQuba Journey Analytics allows a deep-dive into the behavioral insights associated with the emotion and then engages with customers proactively and contextually, keeping them updated on progress, intelligently offering self-service options, and resolving issues more quickly. Overall improvement in first-contact resolution, customer experience and customer satisfaction leads to improved retention.

Customer Lifetime Value & Brand Health

Use case: improving client engagement & loyalty by guiding emotion

inQuba's digital interventions or "nudges" collect insight on how members engage and what information they need at what steps. Insights allow businesses to leverage customer emotion to increase engagement throughout the customer journey. Interventions are also used to help

clients become familiar with self-service facilities, which increases engagement and reduces operational support costs. This results in an improvement in loyalty and customer lifetime value.

Reducing Cost to Serve

Use Case: Use Journey Analytics to engage in digital self-service & reduce real costs

inQuba Journey Analytics reveals the areas of the customer journey where customers are getting stuck or losing momentum while trying to reach their goals. Digital nudges can offer contextual assistance and information that will help customers to progress at various points. This reduces the dependency on human resources to offer the same.

ROI of CX

### Use Case: Calculate return on CX efforts

inQuba Journey Analytics measures changes in aggregate consumer behavior that result from nudges or process improvements. For example: digital interventions that offer strategic assistance and information can be launched against a cohort and results compared to a test group. The improvement in CX or conversion would then be tied directly to the interventions applied.

Measure & Manage Channel Profitability

A flexible framework for optimizing growth

Customer Journey Management is the toolkit of choice for journey discovery, sentiment measurement and real-time interventions for optimization, and then extends into modeling and analysis of attribution, lifetime value, and retention.

inQuba's Delivery Approach

Software + Professional Services + Methodology = Business Benefit
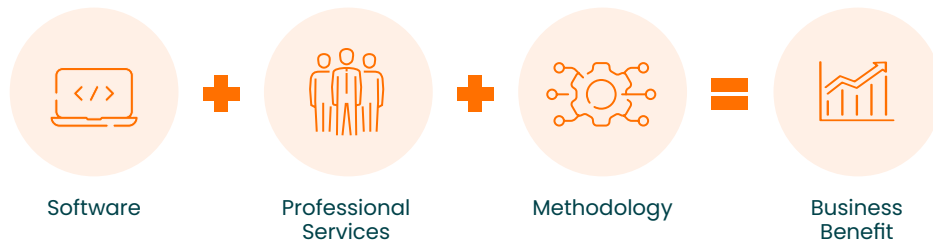
inQuba delivers more than a SaaS platform—we become your journey partner to drive business outcomes through the use of the inQuba journey methodology and implemented in our inQuba journey platform. Our service model is rooted in co-creation, insight-driven optimization, and measurable business impact. inQuba will guide you from your initial journey roll out through to a full enterprize implementation.

We combine award-winning **Customer Journey Management** (CJM) methodology with strategic consulting, strategic behavioral science, and AI-powered orchestration implemented on our SaaS platform. This approach ensures a focus on outcomes to:

Convert more customers

Retain them longer

Lower your cost to serve

Deliver standout experiences

About inQuba

Navigating Customer Journeys for Shared Success

inQuba is a leading Customer Journey SaaS platform that empowers organizations to analyze, orchestrate, and optimize customer acquisition, retention, conversion, and cost-of-ownership strategies. Leveraging diverse data sets, advanced analytics, and AI, inQuba delivers deep insights into customer behavior and experience, enabling businesses to guide customers toward their goals—whether it's buying a car or settling a claim—for outcomes where everyone wins.

With its proprietary methodology, inQuba tests and refines engagement strategies to maximize ROI, reduce churn, and boost customer satisfaction. Recognized by Gartner and Forrester as a high-innovation platform, inQuba serves clients across the US, UK, Africa, and APAC, with a strong focus on financial services, insurance, telco, and retail. Through strategic methodologies, dedicated professionals, and innovative technology, inQuba unlocks seamless customer experiences and helps brands orchestrate journeys that consistently exceed expectations.

JM   CX   CM

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