

Unifying customers online to offline journeys

Adaptable Journeys Rapid implementation for quick ROI



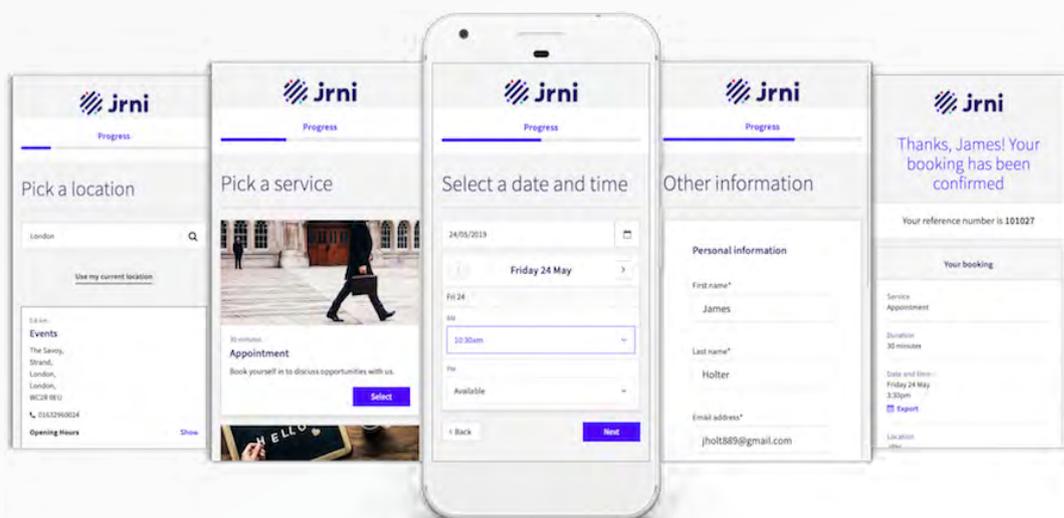
JRNI has analyzed more than 70 million bookings to tailor the functionality in Adaptable Journeys to assist companies in increasing booking volumes and optimizing omnichannel conversion.

JRNI has assessed the most commonly-used scenarios to ensure clients can navigate the digital-to-physical customer journey with ease. This new feature set showcases 18 unique layout options and 50,000 different permutations to offer tailored customer booking experiences including steps such as locations search, services, availability, customer details, and confirmations. Customers have the flexibility to select from a number of

different journey entry points, and change the flow of the journey to meet specific needs.

With Adaptable Journeys, customers still have extensive flexibility and control over design and branding, without the need to request additional costly resources traditionally required for creation, implementation, and maintenance of bespoke or self-built journeys. Adaptable Journeys offer a truly competitive option which delivers rapid implementation for a quick return on investment (ROI) while delivering a lower overall total cost of ownership.

Here are some of the ways JRNI's Adaptable Journeys can drive results:



Lower total cost of ownership

Customers can expect to significantly reduce total cost of ownership, creating no additional maintenance costs and overall easier maintenance.



Flexible design

With a host of layouts, design variants, and flexibility in data captured during the journey, Adaptable Journeys fully support a number of use cases and branding requirements.



Rapid implementation

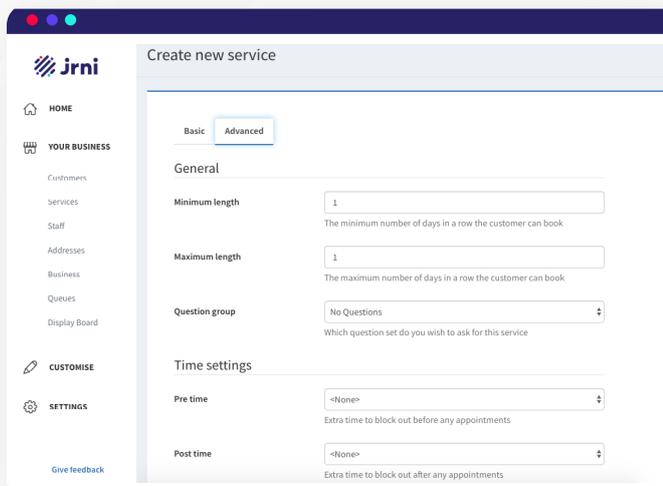
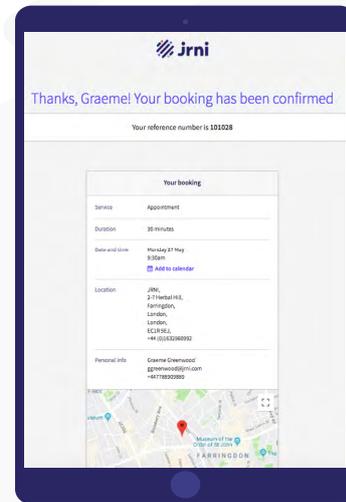
Ramp up in weeks resulting in quicker implementation, quicker return on investment, and an immediate improvement to customer experience.

Key Capabilities

OMNICHANNEL CONVERSION

Maximum funnel conversion

Built by analyzing more than 70 million bookings and evaluating the most successful bespoke journeys, Adaptable Journeys are optimized for maximum funnel conversion including A/B-tested users flows, and inbuilt analytics for continued improvement.



SIMPLE MANAGEMENT

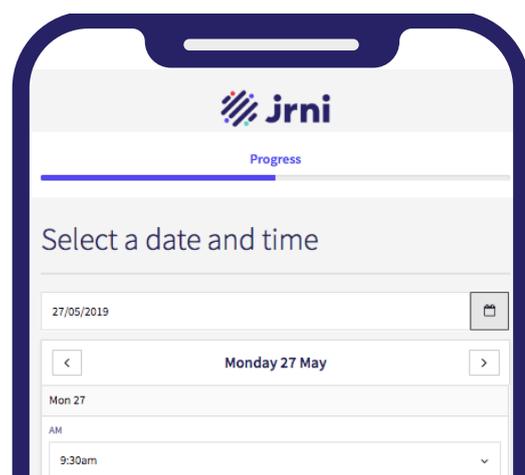
Full admin control

Through the staff admin experience, create new, and edit existing, services. These changes are instantly reflected in your live Adaptable Journeys. This full administration control removes any additional costs should you choose to alter or add new services.

OPERATIONAL EFFICIENCY

Mobile and tablet ready

Customers can easily access the journey while they are on the go. Adaptable Journeys are fully responsive providing a consistent experience across mobile, tablet, and desktop. Continued testing across all modern browsers gives you peace of mind knowing you can fully support all customer engagements.

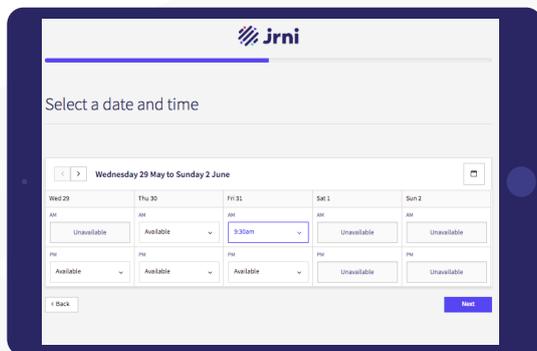
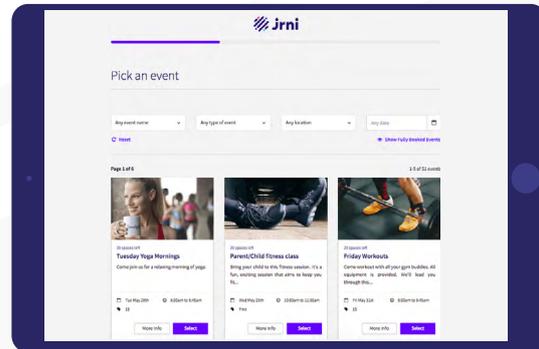


Key Capabilities

FLEXIBLE DESIGN

Powerful personalization

Configure Adaptable Journeys to best suit your dynamic business needs, and customize them to allow for service, style, and branding updates. You can control the styling and logo, letting you make it your own.



ACCESSIBLE TO ALL

Accessibility

Adaptable Journeys are continuously tested to support accessibility letting you proudly support users with diverse needs and requirements.

ENHANCED DECISIONING

Insightful reporting

Built-in Google Analytics tracking provides an instant source of insight to unearth powerful intelligence that can help make better business decisions, drive marketing campaign strategy, and instantly see the results.



Google Analytics



DIVERSE PROPOSITION

Bespoke and/or self-build journeys

For more complex implementations, JRNI continues to offer the option for completely bespoke journeys and a self-build option via our powerful SDK and open RESTful APIs. This provides customers with maximum flexibility in deciding which option meets their use case the best.

Key Features



GENERAL EXPERIENCE

Guest Booking	Allow guests to make bookings using the Adaptable Journeys.
Customer SSO Booking	Allow customers who have a membership or loyalty relationship with your business to sign into the Adaptable Journey using their membership details. Customers will be presented with pre-filled customer details during the journey.
Customer Questions	Present preconfigured customer questions during the booking journey. Customer questions are controlled within the staff experience.
Booking Questions	Present preconfigured booking questions to the customer before confirming the booking. Customer questions are controlled within the staff experience.
Deep-linking	Certain steps within the booking flow can be directly deep-linked to taking a customer to that specific step when accessing the link.
Payment Checkout - Embedded	Accept payments through the adaptable booking journey via an embedded checkout experience with any of our supported payment merchants.
Payment Checkout - Redirect	Create a customized checkout experience that works across browsers and devices by redirecting our Adaptable Journeys to a supported payment merchant. Once payment has been received, the customer will be redirected back to the next booking flow step.
Service Descriptions & Duration	The service descriptions and duration is controllable within the staff experience. Users can add new services, and edit existing service descriptions and durations which are instantly updating on the Adaptable Journey.
Service Images	The imagery associated with each service is controllable within the staff experience, providing maximum flexibility to add new and edit existing service images.
Event Group Images	The event imagery associated with each event group is controllable within the staff experience - Studio - providing maximum flexibility to add new and edit existing event group images.
Responsive UI	Adaptable Journeys are fully responsive providing a consistent experience across mobile, tablet, and desktop.

Key Features



APPOINTMENT JOURNEY EXPERIENCE

Location or Service First Journey	The first step in the Adaptable Journey for the customer can either be a location search and select or picking the service you require.
Location Search & Select	Customers can search for a location of their choice. Customers search using the free text search bar or current GPS location data.
Appointment Selection	A list of preconfigured services is presented to the customer to select. Details include the service description, duration, and price.
Availability	The availability of the selected service is then presented to the customer in a calendar view. The customer selects a time and date to continue the booking.
Customer Details	The customer enters the required customer details. The data fields are configurable and can also include customer and booking questions. The customer can add additional attendees to the booking at this stage as an option. The number of attendees a customer can add is configurable.
Review Booking (Optional Step)	An optional step summarizing the choice of a service and information provided by the customer before confirming the booking.
Payment (Optional Step)	An optional step to process payment for paid appointments.
Booking Confirmation	The customer is presented with a booking confirmation including a summary of the confirmation booking including a booking reference, details, the ability to add the booking a calendar and print.
Time-based Appointment Services	Adaptable Journeys support time-based services which are free and paid.
Filter by - Categories	You can group appointment services within specific categories which are then presented to the customer to select during the booking journey.
GDPR Consent	Adaptable Journeys fully support GDPR.

Key Features



EVENTS JOURNEY EXPERIENCE

Location Search/Select	Customers can search for a location. Customers search using the free text search bar or current GPS location data.
Event Selection	A list of pre-configured events is presented to the customer to select. Details include the event description, price, date, and time. The customer selects a suitable event by time and date to continue the booking.
Ticket Selection	The customer selects how many tickets, and which ticket types they would like. These are configurable within the staff experience.
Customer Details	The customer enters the required customer details. The data fields are configurable and can also include customer and booking questions. The customer also adds any additional attendees information based on the number of tickets selected.
Review Booking (Optional Step)	An optional step summarizing the select of an event and information provided by the customer before confirming the booking.
Payment (Optional Step)	An optional step to process payment for paid events.
Booking Confirmation	The customer is presented with an event booking confirmation including a summary of the event booking, a booking reference, details, the ability to add the booking to a calendar and print.
Single & Recurring Events	Adaptable Journeys support single and recurrent events.
Ticket Types	Adaptable Journeys can support a wide range of ticket types.
Filter by - Event Groups	You can group events into specific categories within the staff experience which are then presented to the customer to select during the booking journey.
Filter by - Event Name	The customer can filter recurring events using the event name and then select an appropriate event.
Filter by - Date	The customer can filter all events by date.
Filter by - Location	The customer can filter all events by location.

Key Features



QUEUE JOURNEY EXPERIENCE

Integrated Queue and Appointments Journey	Integrated booking journeys offering queue information, the option to join the queue or make an appointment within a single booking journey.
In Person Queue Journey	An Adaptable Journey enabling customers to join a queue in-store/ in-branch using a kiosk or tablet.
Location Search/Select	Customers can search for a location. Customers search using the free text search bar or current GPS location data.
Appointment Selection	A list of preconfigured services is presented to the customer to select. Details include the service description, duration, and optionally, price.
Availability	The customer can join the queue or make an appointment from the availability step. The details on the waiting time for the queue is presented at this stage.
Customer Details	The customer enters the required customer details. The data fields are configurable and can also include customer and booking questions.
Queue Confirmation	The customer is presented with a confirmation that they have joined the queue and the current queue position. The customer is offered an option to monitor their position in the queue using a live link.
Live Queuing Status	Show the live status of the customer's position in the queue. The customer can push themselves back in the queue, or leave the queue.

Key Features



GOOGLE ANALYTICS (GA)

Event Tracking	Pre-built GA events track customer behaviour across each step of the Adaptable Journey including time per page, drop off rate, bounce rate, the device used, source of entry, and completion.
Integrate to Customer GA Account	JRNI will integrate the event tracking data for the Adaptable Journey directly into your GA account to support tracking of booking journey performance.

Talk to a solutions expert today:

Find out how our Adaptable Journeys can help power your business by talking to a JRNI expert today.



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