![MCG]

Actionable Analytics

Metrics and measurement are key to a successful customer journey. Developing both external and internal key performance indicators is key to scaling any business.

Customer Data Model
Unifying and integrating data across the customer journey is key to a single customer truth.

Objectives + Key Results
Enable objective, real-time metrics and measurement to drive team success.

Customer Journey Dashboards
End-to-end CJ dashboards that keep a barometer on touch point-level satisfaction.

Balanced Score cards
Developing score cards that link OKRs and KPIs to enterprise health and market success.

For more information : **hello@mcgglobal.io** | **www.mcgglobal.io**