

# JourneyTrack® Advances Decision Intelligence, Turning Customer Journey Evidence Into Measurable Action

*Platform evolution brings together AI, governance, prioritization, workflow, and impact measurement, helping enterprises decide what to fix, fund, and scale*



JourneyTrack Logo

MIAMI, FL, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- JourneyTrack, the Decision Intelligence platform for

customer journeys, today announced the next evolution of its solution, expanding how enterprise teams use journey evidence, AI, governance, and measurement to decide which customer journey moments to fix, in what order, with what expected outcomes, and whether those fixes actually work before scaling.



Companies do not have a data problem. They have a decision problem...That is where JourneyTrack is focused."

*Ania Rodriguez, Founder and CEO, JourneyTrack*

The announcement reflects a growing challenge for enterprise organizations: customer data, dashboards, journey maps, VoC programs, analytics platforms, and AI tools continue to multiply, but teams still struggle to answer the business-critical question: Of everything broken in the journey, which fix moves the business, and how do we prove it?

JourneyTrack is addressing the decision gap by connecting

journey evidence, prioritization, ownership, execution, AI-assisted decision support, and outcome measurement within a single governed platform.

"Companies do not have a data problem. They have a decision problem," said Ania Rodriguez, Founder and CEO of JourneyTrack. "Most organizations already have maps, dashboards, and insights. What they need now is a governed way to decide what to fix, align teams around the work, and prove whether the action moved the business. That is where JourneyTrack is focused."

From Journey Understanding to Journey Decision Intelligence

For years, organizations have invested in mapping customer journeys to identify friction and build alignment. But as customer experience work becomes more cross-functional, data-rich, and accountable to business outcomes, the discipline is evolving.

JourneyTrack is expanding beyond traditional journey management to help enterprises operationalize Decision Intelligence for Customer Journeys, the discipline of systematically deciding which customer journey moments to fix, in what order, with what expected outcomes, and measuring whether those fixes actually work before scaling.

This evolution helps organizations move from:

- Static maps to governed journey intelligence
- Disconnected insights to prioritized decisions
- Activity tracking to outcome measurement
- Departmental ownership to cross-functional accountability
- AI-assisted content creation to AI-assisted decision support

A Governed Decision Layer Across the Enterprise Ecosystem

JourneyTrack is built to sit at the intersection of journey insight, enterprise action, and measurable optimization. The platform does not replace systems of record, analytics tools, VoC platforms, or orchestration engines. Instead, it adds the missing journey context, governance, prioritization, and outcome measurement across the systems enterprises already use.

JourneyTrack connects journey work across:

- VoC platforms such as Qualtrics, Medallia, and Forsta
- Data platforms such as Snowflake, BigQuery, and Databricks
- Analytics tools such as Google Analytics 4, Adobe Analytics, and Pendo
- Work management systems such as Jira, Azure DevOps, and Asana
- Qualitative research and artifacts, including transcripts, studies, documents, and journey evidence
- Executive reporting, including KPIs, dashboards, presentations, and business narratives

“Before organizations automate or orchestrate at scale, they need confidence that they are acting on the right journey problem,” said Rodriguez. “JourneyTrack provides the governed decision layer that helps teams determine which moments to improve, why they matter, who owns them, and how success will be measured.”

AI That Moves From Creation to Decision Support

As part of this evolution, JourneyTrack continues to expand its AI capabilities to support the full journey decision lifecycle: create, understand, prioritize, communicate, ask, and govern.

JourneyTrack’s AI capabilities include:

- Journey AI to accelerate journey creation and refinement
- Persona AI to support persona development and customer understanding

- Insights AI to help structure and interpret journey evidence
- Recommendations AI to surface suggested actions and opportunities
- Label AI to support standards, taxonomy, and governance
- Workshop AI for AI-assisted affinity mapping
- Storytelling AI to turn journey work into executive-ready narratives
- Journi, JourneyTrack's AI Agent, to provide conversational access to journeys, personas, insights, recommendations, metrics, and more

Journi helps teams ask questions across their journey ecosystem and receive evidence-backed answers with context. It is designed to support faster alignment and better decisions while maintaining enterprise controls, role-aware access, and governance.

"The value of AI in customer experience is not just faster content creation," said Rodriguez. "The bigger opportunity is helping teams make better decisions with the right evidence, guardrails, and accountability in place."

### Introducing the Journey Decisioning Maturity Assessment

To help organizations understand their readiness for this next stage of journey work, JourneyTrack is introducing the Journey Decisioning Maturity Assessment, a three-minute diagnostic that evaluates how well teams turn journey evidence into prioritized action, accountability, and measurable business impact.

The assessment measures maturity across areas, such as evidence management, insight usage, prioritization, ownership, issue detection, execution, speed to action, outcome measurement, organizational learning, and AI adoption. It identifies five levels of journey decisioning maturity, from Fragmented Awareness, Static Visualization, and Managed Coordination, to Governed Decision Intelligence, and Measureable Journey Optimization.

[Take the assessment here.](#)

### Recognition and Enterprise Momentum

JourneyTrack was named a Leader in The Forrester Wave™: Customer Journey Management Platforms, Q4 2025, reflecting the company's continued momentum in helping enterprise organizations manage, govern, and measure journey work at scale. [Access the report here.](#)

The company's platform evolution builds on its foundation in customer journey management while advancing toward a broader role: helping enterprises operationalize decision intelligence across customer journeys.

### About JourneyTrack

JourneyTrack is the Decision Intelligence platform for Customer Journeys. Built by customer experience practitioners for complex organizations, JourneyTrack helps enterprise teams decide what matters, act with confidence, and measure what changes.

The platform connects journeys, personas, insights, metrics, action plans, AI, governance, and business outcomes into a single operating layer, helping organizations move from journey mapping and management to governed journey intelligence and measurable optimization. JourneyTrack capabilities include Journey AI, Journey Atlas, Journey Impact, Storytelling AI, Persona AI, Recommendations AI, Workshop AI, Label AI, Journi AI Agent, and integrations across VoC, analytics, data, research, and work management systems. JourneyTrack is SOC 2 Type II certified and ISO 27001:2022 certified.

For more information, [visit journeytrack.io](https://www.journeytrack.io).

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