

JourneyTrack Introduces Scout, a Family of AI Agents for Journey Governance and Decision-Making

Scout agents help practitioners strengthen journey intelligence and give decision-makers the context, evidence, and recommendations needed to decide what's next



JourneyTrack Logo

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JourneyTrack®, the Decision Intelligence platform for Customer Journeys, today announced Scout, a new family of AI-powered agents designed to strengthen enterprise journey governance and help organizations make better, faster decisions.

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JourneyTrack's new Scout agents help enterprises strengthen journey intelligence, surface what needs attention, and make better, faster decisions with greater confidence.”

Ania Rodriguez, Founder and CEO, JourneyTrack

Scout delivers role-specific intelligence for two critical audiences: practitioners who build and maintain journey intelligence and decision-makers who determine what the organization should do next.

For practitioners, Scout evaluates the quality, completeness, and consistency of journey intelligence. For decision-makers, Scout synthesizes journey intelligence, business context, evidence, and expected impact to surface what requires attention and help identify the best next decision.

“Decision intelligence is only as strong as the information and governance behind the decision,” said Ania Rodriguez, Founder and CEO of JourneyTrack. “Scout helps practitioners strengthen the intelligence behind their journey work while giving leaders the context they need to determine what deserves attention and what decision should come next. The goal is not more analysis. The goal is better decisions.”

Intelligence for Every Level of the Journey Program

As enterprise journey programs scale, journeys become connected to personas, metrics, research, insights, recommendations, actions, owners, business goals, investments, and other journeys. Scout helps organizations turn that complexity into more trusted intelligence and clearer decisions.

Scout for practitioners can be run at any time and as often as desired to identify issues such as:
Journeys: missing owners or personas, overdue or inconsistent statuses, stale information, unlinked artifacts, and inconsistencies across connected journeys.

Metrics: missing goals, measurement gaps, and unusual changes in data.

Insights: missing evidence, incomplete or conflicting intelligence, and similar insights that may need to be consolidated.

Recommendations: missing actions or next steps and weak connections to supporting evidence.

Actions: missing owners, overdue actions, missing value assessments, and incomplete information needed to evaluate priority or expected impact.

Scout goes beyond checking whether fields are populated by evaluating relationships across journey information and identifying weaknesses that may be difficult to uncover manually.

Scout for decision-makers brings together the intelligence surrounding a decision to help leaders quickly understand:

What requires attention? What should we prioritize? What risks or gaps should we consider?

What has already been tried? And what is the best next decision?

This helps transform journey intelligence from a repository of customer understanding into an active input to enterprise decision-making.

Governance That Drives Better Decisions

Governance is a critical component of Decision Intelligence for Customer Journeys.

Organizations cannot confidently prioritize an opportunity if its supporting insight lacks evidence, create accountability if an action has no owner, or determine whether an investment succeeded if a metric has no goal.

“Governance should not slow organizations down. Done well, it does the opposite,” Rodriguez said. “It creates the structure, evidence, and confidence teams need to make decisions faster.”

Scout also works alongside Journi, JourneyTrack’s conversational AI agent. Journi lets users ask questions, explore journey intelligence, develop recommendations, and use AI as a sounding board, while Scout strengthens that intelligence and surfaces the issues and decisions that require attention.

Together, they extend AI across the decision lifecycle: understand the context, strengthen the

intelligence, surface the decision, take action, measure the outcome, and determine what to do next.

Scout builds on JourneyTrack's broader enterprise capabilities for governance and decision-making, including journey hierarchies, ownership and statuses, role-based access, shared standards, value assessments, action planning, workflow integrations, and measurement tied to business goals.

Today, 88% of JourneyTrack customers are enterprise organizations, and nearly half of customer accounts are companies represented on the Forbes Global 2000. Customers include The Home Depot, Google, GSK, Cencora, Paychex, LexisNexis Risk Solutions, Tawuniya, and Blue Shield of California, among others.

JourneyTrack was also named a Leader in The Forrester Wave™: Customer Journey Management Platforms, Q4 2025, earning the highest score in Strategy and the highest cumulative score across Current Offering criteria. [Access the report.](#)

See Scout in Action on September 16

JourneyTrack will showcase Scout during "Decision Intelligence in Action: The JourneyTrack Product Reveal," September 16, 2026, from 1:00–1:45 p.m. ET.

JourneyTrack Founder and CEO Ania Rodriguez and VP of Product Dr. Christin Bowman will demonstrate Scout and show how JourneyTrack brings together journey intelligence, governance, prioritization, value assessment, action, and measurement to help organizations move from understanding customer journeys to making better business decisions. [Register for the webinar.](#)

Scout is available at no additional charge to all JourneyTrack customers on paid plans for 30 days. After that, Scout will be included with JourneyTrack's Decision Intelligence plan and available as an upgrade for customers on other paid plans.

About JourneyTrack

JourneyTrack is the Decision Intelligence platform for customer journeys, helping enterprises turn journey evidence into better, faster, and more accountable decisions. JourneyTrack brings customer journey intelligence, AI-powered insights, governance, prioritization, workflow, and impact measurement together in one platform so organizations can identify where experiences break down, determine what matters most, assign ownership, and measure whether actions deliver meaningful results.

JourneyTrack is trusted by leading organizations across financial services, healthcare, insurance, retail, life sciences, manufacturing, technology, and more. Learn more at journeytrack.io.

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