


Chapter 5


Customer Journey Mapping Effect on Omni Channel Optimization by Mediation of Real-Time Personalization of Contact Points in Eastern Africa

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ABSTRACT

This study investigates the effect of customer journey mapping on Omni channel optimization, mediated by real-time personalization of contact points in Eastern Africa. Study used a sample size of 390 respondents. To ensure the robustness of the data, the Kaiser-Meyer-Olkin (KMO) measure was utilized, confirming the adequacy of the sample for factor analysis. Exploratory Factor Analysis (EFA) was performed to uncover latent variables and refine the measurement model, followed by Confirmatory Factor Analysis (CFA) to validate the proposed constructs and their relationships. Structural Equation Modeling (SEM) was implemented using AMOS

DOI: 10.4018/979-8-3373-0918-7.ch005

software to explore the direct and mediated effects of customer journey mapping on Omni channel optimization through real-time personalization. Results indicate that effective customer journey mapping significantly enhances Omni channel optimization, with real-time personalization acting as a crucial mediator. The findings offers a valuable insights for businesses in Eastern Africa.

INTRODUCTION

In manifests interconnected market place, where e-commerce has redefined customer associations, the notion of mapping of journey of client and personalization of services in real-time of points of contacts has emerged as a vital viable plan for operational strategy to supply seamless omni-channel known-how's (Widjaja et al., 2023). This chapter examines into the influence of mapping of journey of client on optimization of omni-channels, specifically concentrating on how personalization of services in real-time of points of contacts mediates this association inside the perspective of Eastern part of Africa (Jabo et al., 2024). The functionalism of this investigation excels global market limits, dealing with operational market place wide that are routing the complexities of omni-channel marketing ((Xu & Cui, 2023). Manifesting how mapping of customer's nexus with personalization of services in real-time influences optimization of omni-channels journey is imperative in manifests viable market sphere where customer known-how is utmost (Gultekin & Erdem, 2020). The advent of mapping of journey of client can be outlined back to the early 1990s when operational started recognizing the need to understand and cater to the various touch-points a customer interacts with throughout their buying journey (Rizk et al., 2024). Personalization of services in real-time, on the other side, gained importance with the advent of advanced analytics and AI technologies, enabling operational to tailor associations in the moment (Gök, 2020). Empirical investigations have manifested the affirmative association among mapping of journey of client, personalization of services in real-time and augmented omni-channel sustainability (Widjaja et al., 2023). Also, investigation specific to Eastern part of Africa remains scarce, necessitating a focused exploration to bridge this gap (Jabo et al., 2025). Implementing influence mapping of journey of client and personalization of services in real-time strategies poses operational encounters for operational in Eastern part of Africa, containing partial access to information, technological innovation constraints, and varying customer preferences across dissected markets (Widjaja et al., 2023).

The existing literature lacks comprehensive insights into how the nexus among mapping of journey of client, personalization of services in real-time, along with optimization of omni-channels unfolds in the unique socio-economic market sphere

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