

Journey Hub FAQ

Q: What is Journey Hub?

A: Journey Hub is replacing Workflow as Listrak's next generation cross-channel hub empowering every interaction across the customer journey:

- Integrate **data from anywhere**
- Trigger off **any customer behavior** or micro-actions with custom events
- **Design and visualize** the full customer journey with drag-and-drop ease
- Connect across **all channels**
- **Sophistication at scale** - engineered for enterprise-level speed, security, and scale
- A foundation for **rapid iteration** and continued development

Q: Will I need to do anything to move existing Workflows to Journey Hub?

A: You will not need to do anything to existing Workflows. Workflows will automatically transition to Journey Hub.

Q: Where will I find Journey Hub?

A: Workflow will become Journey Hub in the list of channels and there will be no immediate changes to the interface.

Q: Do I need to move Conductor Conversations to Journey Hub?

A: No, Conductor Conversations will continue to be supported and there is no immediate need to move conversations to Journey Hub. As you explore orchestrating channels beyond email like adding SMS or using new advanced features like custom triggers or webhooks, you could consider moving Conductor Conversations to Journey Hub.

Q: Are there features available in Conductor that are not yet available in Journey Hub?

A: Yes. Journey Hub will continue to evolve through 2022 and beyond with new features and enhancements. Please contact your Account Manager or Listrak Support with questions regarding moving Conductor conversations to Journey Hub.

Q: What are some of the new features available at launch in Journey Hub?

A: New Journey Hub Features include:

- **User Acceptance Testing** - Easily test a Journey before launching to provide confidence that the Journey is behaving as expected.
- **Webhook Step** - Create a webhook step in Journey Hub to send real-time data and trigger action to a third-party site.
- **Custom Triggers** - The ability to trigger a Journey off a custom event that occurred outside of the Listrak platform using the Cross Channel REST API.
- **Multiple Paths** - Create more than two paths within a decision split in a Journey to provide advanced messaging flows and experiences.
- **Data Management Step** - Ability to subscribe or unsubscribe contacts to a list within a Journey.
- **SMS Keyword Info Campaigns** - Ability to send SMS messages to contacts based on inbound keywords within a Journey regardless of whether they are on a list or not.

Q: Where can I learn more about Journey Hub?

A: There are many Journey Hub help articles available in Listrak's Help Center. We're here to help! If you need further assistance, please talk to your Account Manager or contact Listrak support.