Joana van den Brink-Quintanilha

Principal Analyst Serving Customer Experience Professionals

Based in London, Joana serves Customer Experience Professionals. Her areas of expertise include digital customer experience, tools like journey mapping and Agile methods.
Joana also focuses on brand, and leads CX Index research in Europe.

**Previous Work Experience**

Before joining Forrester, Joana was the senior customer experience manager at Elsevier, a leading provider of science and health information. She was responsible for all aspects of customer experience including measurement,
strategy, customer understanding, and design. She set up and managed a team of Customer Experience Professionals in charge of delivering customer insights to the business through customer journey and ecosystem mapping as well as implementing projects that drove customer satisfaction and reduced customer effort at
Joana has a strong background in digital customer experience through her role as editor-in-chief of Elsevier’s digital platform from 2008 to 2011. Joana has also held a number of positions as a reporter covering financial services companies in the Benelux for

**Education**

Joana holds an M.A. (Hons) in international relations and modern history from the University of St. Andrews, in Scotland. She is fluent in Dutch.
and Portuguese and speaks conversational Spanish and basic Italian.

Joana van den Brink-Quintanilha's Research

- **REPORT: Bring Brand To Life With Customer Journeys**

  Your Brand Promise Is Empty Unless Brand-Infused Customer Journeys Make It A Reality

  June 5, 2018 Joana van den Brink-Quintanilha

  To differentiate, companies must create resonance between brand and customer experience (CX) at every step of customers' journeys — but often don't. The result: brand promises that remain unfulfilled — and customer journeys that are less distinctive than they could be. This document explains the six essentials for overcoming this problem so that CX pros (and their colleagues responsible for the brand) can help steer their companies in the right direction.

- **REPORT: Digital CX Trends, 2018**

  Landscape: The Digital Customer Experience Improvement Playbook

  April 19, 2018 Andrew Hogan, Jennifer Wise, Kelly Price, Joana van den Brink-Quintanilha, Alex Causey

  In our 2017 edition of this digital CX trends report, Forrester identified how technology was advancing user interfaces by adding AI enablers and how innovation labs and employee tools that support CX had evolved. In this year's report, we examine how those trends are playing out. We highlight the split between companies working on basic but critical digital CX factors like image quality and form field validation and the CX pros at innovators raising the bar through initiatives like pairing up designers with algorithms and detecting emotions through interface interactions.

- **REPORT: CX Europe 2017: Designing Breakaway Customer Experiences**

  The Brightest Highlights From Forrester's CX Europe 2017 Forum In London

  March 12, 2018 Joana van den Brink-Quintanilha, Alex Causey

  After each of the Forum events that Forrester produces for customer experience (CX) professionals around the world, we ask attendees which sessions and themes were the most valuable. This report provides a snapshot of the brightest highlights at our CX Europe 2017 Forum in London.
• REPORT: Use Customer Journeys To Guide Your Digital Insurance Strategy

Processes: The Digital Insurance Strategy Playbook

November 29, 2017 Oliwia Berdak, Joana van den Brink-Quintanilha

Digital insurance teams are keen to digitize the entire customer life cycle. They want to cut costs and offer convenience by enabling customers to get quotes and buy, manage, and renew policies online. But pushing toward 100% digital sales and service can result in misunderstandings of customer behaviors and preferences, as well as low adoption of newly developed digital tools. This report explores how to use customer journeys to guide the design, development, and delivery of your digital insurance strategy. This report was originally published in November 2016; Forrester reviews and updates it periodically for continued relevance and accuracy, most recently in October 2017.

• REPORT: The Germany Customer Experience Index, 2017

How Brands Build Loyalty With The Quality Of Their Experience

November 13, 2017 Joana van den Brink-Quintanilha, Alex Causey

How well do leading brands build loyalty with the quality of their customer experience (CX)? This year, we reveal the complete rankings of all 36 brands across three industries in the Germany Customer Experience Index (CX Index™). We also unveil surprising trends in CX quality and the role that emotion plays in CX. Customer experience professionals can use this report to inform their ongoing improvement efforts.

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