Why Is Customer Experience So Darn Important? And How to Improve Your CX Efforts

Customer experience (CX) is an integral part of customer relationship management (CRM) and a much larger aspect of customer service. CX encapsulates all aspects of a customer’s interactions with an organization, from discovery to sales to support. And 60% of people are willing to pay more for better experiences, according to a study by American Express.

Investing in CX programs offers an ROI that makes a strong case for better serving customers. According to a recent report by the Temkin Group, companies earning $1 billion annually can expect to increase their earnings, on average, by an additional $700 million within 3 years of investing in customer experience. That translates to a compelling 70% increase in revenue within 36 months.

So how do you get started on or expand your CX initiatives?

Join us in this Best Practices installment and give your best advice to readers on how to achieve compelling results, as well as how to make a business case to management.

Marketed Online in August | Published in September CRM magazine
Content Due: July 22, 2020
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