Megatrends in Customer Experience: Near-Term Adjustments and Long-Term Structural Changes

If there has been a bright spot in the COVID-19 crisis, now entering its second year, it is the role technology has played in serving customers despite extraordinary circumstances. The implementation of key technologies before the pandemic struck has enabled organizations and employees to continue to provide excellent customer support despite the unique challenges.

What started as a scramble to enable business continuity for employees and customers alike has grown into an effort to adapt to the long-term realities that organizations now face.

But what still needs to be done in 2021 to deal with the new normal? What are the long-term ramifications for organizations that want to build on the lessons learned in these difficult times to better serve customers beyond 2021?

Contribute to our Best Practices special section and inform our engaged readers with your take on the key trends of 2021 and what changes you think will live on after the current crisis subsides.

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