

C-Level Leadership: Who Owns the Customer Experience?

With the vast number of tools, data sources, and stakeholders involved in the strategic success of customer experience (CX), what role do C-level executives play in tying all the elements together? Clearly, the CTO has to make it happen from a technology perspective, but who is the driving the bus, or are CTOs fielding an endless stream of disjointed requests?

Contribute to this Best Practices installment and educate our readers on how to balance the decision-making process between C-level service, marketing, sales, and IT leadership. Tell them how to balance competing viewpoints and reconcile basic questions that have to be addressed for the grand vision to be achieved.

Roundtable Date: December 15, 2021

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Also in June: Contact Center Innovations – Successful Case Study Snapshots Personalization Done Right: Using Data and Technology to Strengthen Customer Relationships

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1/20/21 Megatrends in Customer Experience: Near-term adjustments and long-term structural changes

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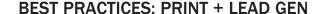
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