

## Best Practices



# Customer Journey Analytics to Improve CX at Scale

Improving the customer journey is one of the most relevant components of the critical overarching goal of enhancing customer experience (CX) at scale. The customer journey affects every customer, after all, and journey improvements power key performance indicators that drive the bottom line. The larger the organization, the more difficult it is to overcome structural, technological, and cultural challenges that impede change and increase risk.

Tell our audience how customer journey analytics can help their companies understand and transform their own journeys, keeping them firmly on target with continuous improvements across customer satisfaction, financial, and strategic metrics.

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