

Best Practices



Transformational CX: Designing Experiences That Wow Customers

It seems that every survey of business leaders cites customer experience (CX) as a crucial stated goal for their organization. But how does a company deliver CX that differentiates them from their competitors? What priorities should they focus on first? How do they truly transform their CX efforts in a way that customers notice and that leads to the business outcomes executives expect?

The first step is to re-imagine the CX process with the customer as the central constituent. This takes executive buy-in and a long-range vision that affects every aspect of the core business strategies and processes. Many newer business models have leap-frogged into the future because they were unencumbered by legacy systems and ways of doing business. They proved new strategies and models could produce extreme success.

Contribute to this extremely popular Best Practices installment and educate our readers with advice that will help them transform their organization's CX efforts in a way that wows customers and delivers tangible results.

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Marketed in **November**

Also Marketed in November: ■ Smart **Field Service Management** Strategies for 2021
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Standard – 1 page (750 words) \$7,500 net
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