

Best Practices

Achieve Next-Level CX With Real-Time Customer Analytics

Real-time customer analytics has shown great potential for streamlining customer journeys, improving customer experiences, and personalizing marketing messages. Best of all, it strengthens key metrics like customer retention and loyalty.

Real-time customer analytics improves CX across touchpoints, enables a smooth omnichannel experience, allows personalization at scale, and is necessary for digital transformation.

Contribute your Best Practices recommendations our readers can use before they plan to implement or expand their customer analytics projects.

Live Roundtable Webcast: April 26, 2023

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Also Marketed in February: ■ **Total Experience — Experience Convergence**

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