Best Practices

thought leadership & lead generation

Total Experience — Experience Convergence

There is a fundamental shift in focus by management on their two constituencies—**customers and the employees** with whom they interact to help solve their problems.

Total experience (TX) is the logical extension of customer experience as a strategy, emphasizing better experiences for employees, customers, and users to accelerate growth.

A poll conducted last year predicted that by 2023, employee experience would overtake customer experience, at least temporarily, as the leading "experience" focus and investment.

Contribute to this installment of *CRM* magazine's Best Practices series and share your recommendations for embracing the strategic concept of total experience, which promises to be the new benchmark for creating competitive differentiation between brands.

Live Roundtable Webcast: June 7, 2023

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Mountain & Pacific
Dennis Sullivan
Advertising Director
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