

Best Practices

Customer
eXperienceReimagining
Customer Experience:
Structure Follows Strategy

According to McKinsey, “An effective redesign of the customer experience (CX) organization and operating model is a crucial success factor for every CX transformation.”

More than 70% of senior executives rank CX as a top priority for the coming year because of the enormous payoffs. Companies that effectively manage CX can realize a 20% improvement in customer satisfaction, a 15% increase in sales conversion, a 30% lower cost-to-serve, and a 30% increase in employee engagement.

Can you help our readers convince their internal stakeholders that it's time to shift from wading to taking the plunge?

Contribute your recommendations to our readers and help them realize the full business impact of embedding customer experience throughout their organizations.

Live Roundtable Webcast: November 1, 2023

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Also Marketed in August: ■ **Contact Center Security: Fraud, Governance, and Compliance**

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