The idea of customer experience as a core business driver may have just reached the tipping point. Forward-looking companies have proved that all the raw materials for building an operational business model incorporating CX as a guidepost are available now, and accruing the actual benefits of CX is also possible now.

But the path isn’t straightforward and will undoubtedly change, so course corrections will surely be needed.

Can you future-proof your CX road map and make sure your direction isn’t a dead end?

Share your experiences and knowledge with our readers and help them mitigate risk and evaluate how to future-proof their CX efforts, helping them build success upon CX success in a smooth curve upward.

**Live Roundtable Webcast: July 26, 2023**

Published in September CRM magazine  |  Content Due: August 1  |  Marketed in September Printed Issue

Also Marketed in September: ■ Contact Center Workforce Strategies in a Remote World

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