

## Best Practices

# Omnichannel Customer Experience: Table Stakes in 2023 for Everyone

The results are in—an omnichannel customer experience delivers undeniable results.

One recent survey cited that 80% of customers prefer an omnichannel offering. Another study indicates that customers purchase 250% more frequently on omnichannel versus single channel. Those survey results point toward big wins for customers and vendors.

Do you have recommendations for our readers who are struggling to prioritize their omnichannel deployments or to align your technology investments with their long-term strategies?

Contribute your expertise to this month's Best Practices installment and help guide our readers' omnichannel CX strategy that forges a stronger bond with their customers and prospects.

*Live Roundtable Webcast: October 11, 2023*

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Also Marketed in November: ■ **Agent Experience: Enhancing CX From the Inside Out**

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**Agent Experience:** Enhancing CX From the Inside Out

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### DECEMBER

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