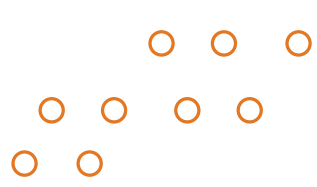
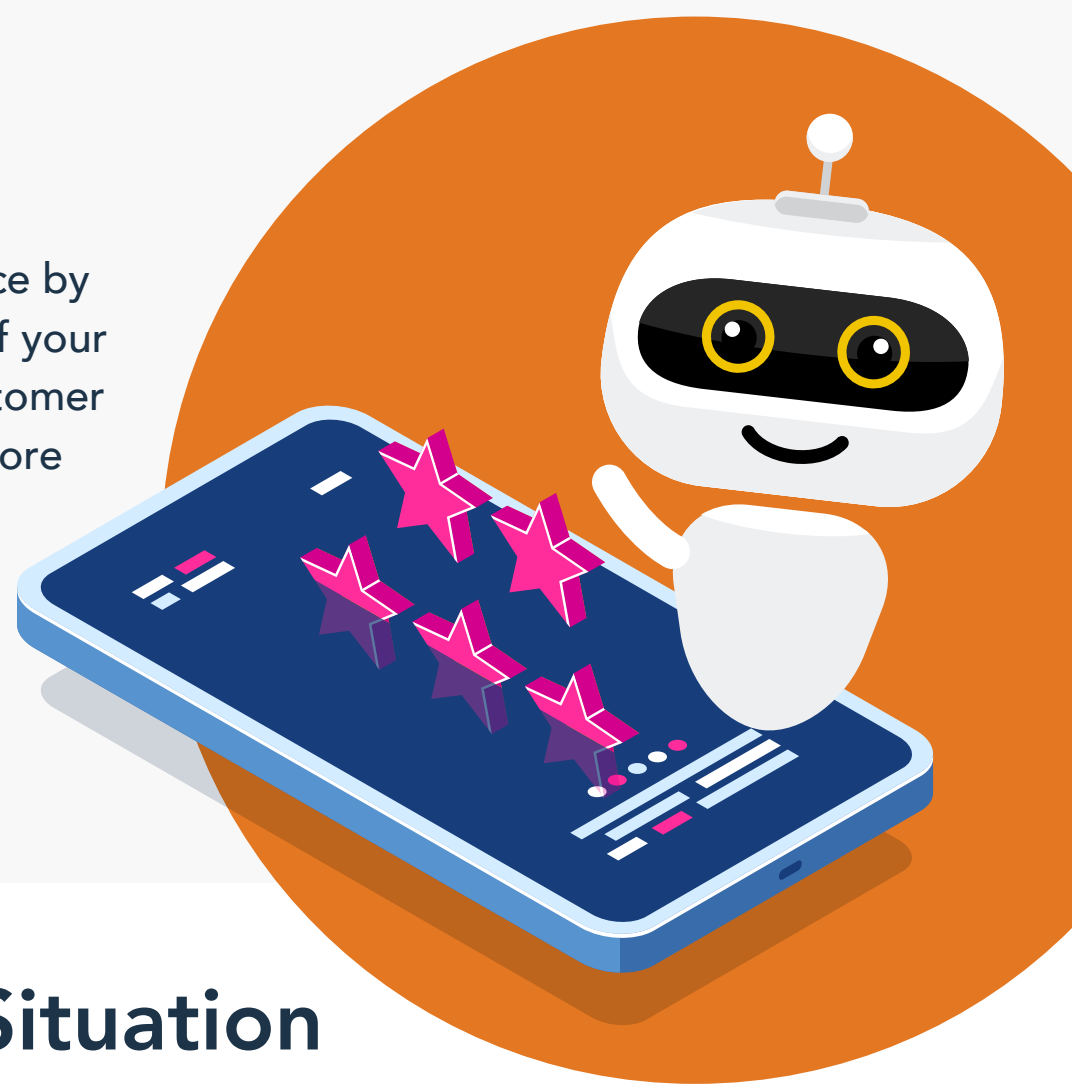


What is Customer Experience Management?

CXM boosts near- and long-term business performance by enabling you to put your customers at the forefront of your marketing, support, and sales efforts—enhancing customer satisfaction and driving brand loyalty and sales. For more information, check out our CXM Insights page:

[Customer Experience Management](#)



The CXM Situation Today

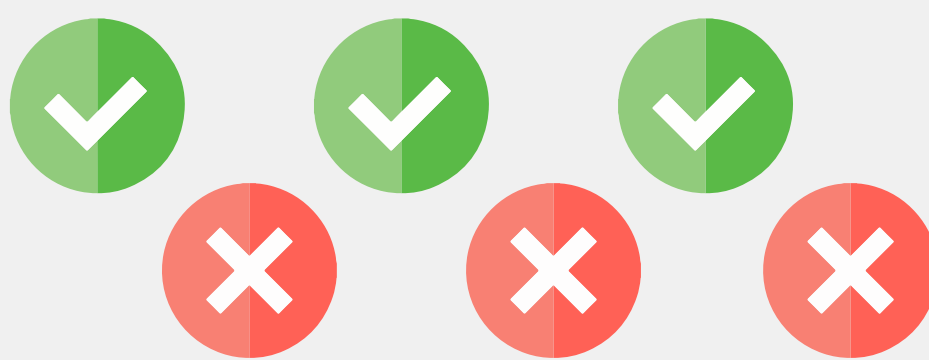
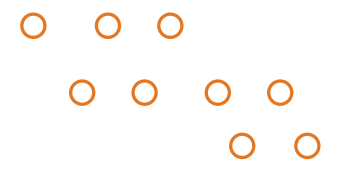
70% CX leaders struggling to design projects that increase customer loyalty and achieve results.

Source: Gartner



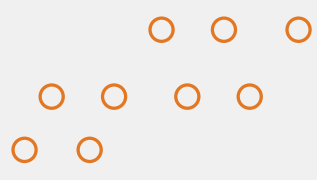
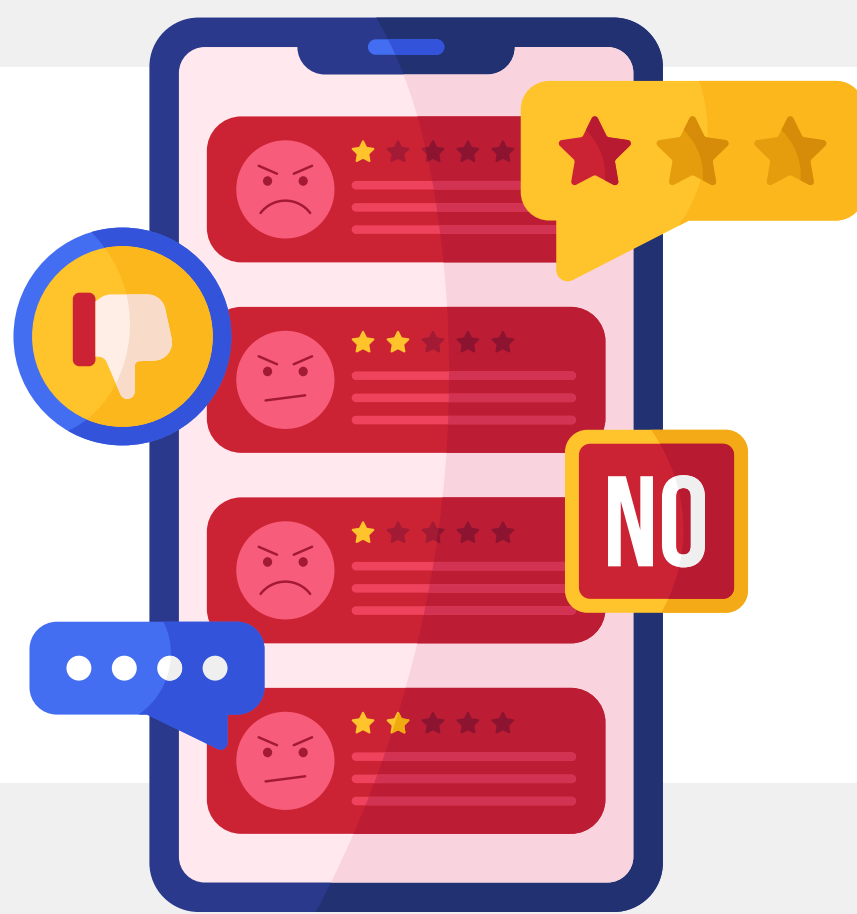
96% Businesses rethinking their customer support strategies because of technology advancements.

61% Businesses believing their digital channels deliver consistent customer experiences.



50% Likelihood that automated channels fail.

85% Customers having to repeat information.



Looking Ahead: Improving CXM

- Create a **unified customer view**
- Implement **asynchronous communication**
- Derive real-time **actionable insights**
- Provide **business context**
- **Differentiate**—don't commoditize
- **Personalize**—don't over-automate
- Make a **sustainable investment**
- Refocus on **customer value**

