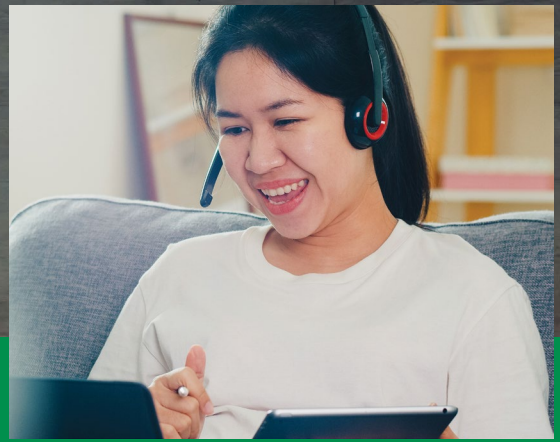


CUSTOMER EXPERIENCE

SPECIAL REPORT | May 2021 Issue



Providing an excellent customer experience (CX) has become fundamental to business strategies. As a result it shapes marketing strategies, for it is how customers experience products and service that will shape their loyalty, brand image and credibility, and sales prospects. Many components make up the CX from product and service design and creation to shipping and delivery, sales, support, and customer feedback, including staffing and training.

We take an in-depth look into Customer Relationship Management (CRM) applications that draw off the CX by enabling companies to understand and be kept informed of customer issues. This issue will explore how new technologies promise to enhance the ability of CRM applications to profitably connect with customers.



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