CUSTOMER EXPERIENCE STRATEGIES AND TECHNOLOGY FRAMEWORKS

Customer experience is the sum of a consumer's digital interactions with a company throughout the customer lifecycle. Most customer experience programs include the measurement of customer satisfaction and sentiment analysis. These processes aggregate and analyze customers' perceptions and feelings resulting from interactions with a brand's products and services. Customer loyalty and retention are the desired results from the thoughtful execution and continuous improvement of CX. TechTarget's Enterprise Strategy Group recently surveyed IT and business professionals to gain insights into this dynamic space.

Notable findings from this study include:

47%
of organizations consider customer service and support to be **central components of their CX strategy.**

56%
of organizations believe they must upgrade their website to improve their interactions with customers.
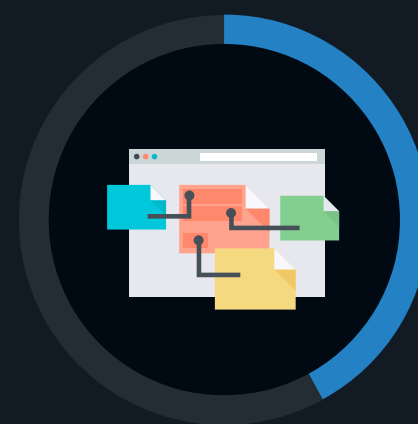
76%
of organizations say that IT and line-of-business users collaborate continuously throughout the CX technology buying process.

37%
of CX leaders say that increasing customer retention is the biggest challenge for their customer service and customer success teams.

42%
of organizations say that their most common CX data management challenge is compiling data from all customer touchpoints.

For more from this Enterprise Strategy Group study, read the full research report, *Customer Experience Strategies and Technology Frameworks.*

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