Top 5 Reasons CX Programs Fail to Deliver... and How to Avoid Them

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Executive Summary:

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Over the past decade, companies across industries and around the world have embraced the customer experience as a strategic priority.

However, despite senior-level commitment and big investments, Greenwich Associates hears every week from companies bemoaning the fact that their CX programs aren't delivering.

Among the most common complaints:



Source: Greenwich Associates 2018

To help CX leaders address these issues and boost their chances of success, we've identified the five most common mistakes companies make in their CX programs. In this paper, we'll provide practical strategies and guidance on how to prevent or overcome these missteps.

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