

## EFM Has Failed to Live Up to Expectations

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Many companies believed that implementing EFM platforms would be the silver bullet to address the shortcomings in customer experience management (CXM) programs. The technology was designed to centralize and streamline the data collection, reporting and analytics business leaders rely on to monitor and address customer feedback.

After investing millions of dollars in EFM technology, many of the Fortune 100 companies are underwhelmed with the results.



**SPECIALIZED CUSTOMER  
EXPERIENCE CONSULTANTS  
ARE EMERGING AS A KEY  
RESOURCE IN ACHIEVING  
EXPECTED RETURNS ON  
EFM INVESTMENTS AND  
CX INITIATIVES**

While EFM technology can be a successful element within your CXM strategy, it is not intended to be a comprehensive solution to differentiate your business and improve how prospects, customers and employees perceive your organization.

Read our paper, [Customer Experience Management: The EFM Hangover](#), to see how to improve the return on your EFM investment.

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[greenwich.com](https://greenwich.com)

[ContactUs@greenwich.com](mailto:ContactUs@greenwich.com)

Ph +1203.625.5038