GetFeedback™

The 2022 State of CX Report

Uncover the emerging trends that are influencing the decision-making and strategies driving the new era of customer experience.

An expedition into the new era of customer experience

It's been a rough couple of years. And for customer experience professionals, in particular, the pandemic has made an already difficult job harder. From drastic shifts in consumer behavior to unexpected supply chain challenges, the CX landscape has dramatically transformed at an accelerated rate.

These changes left us curious: How exactly has the industry evolved? And how can CX leaders navigate this new terrain to reach new heights?

To find the answers, we surveyed more than 2,200 industry professionals worldwide, ultimately discovering insights that will transform the way you work and engage with customers.
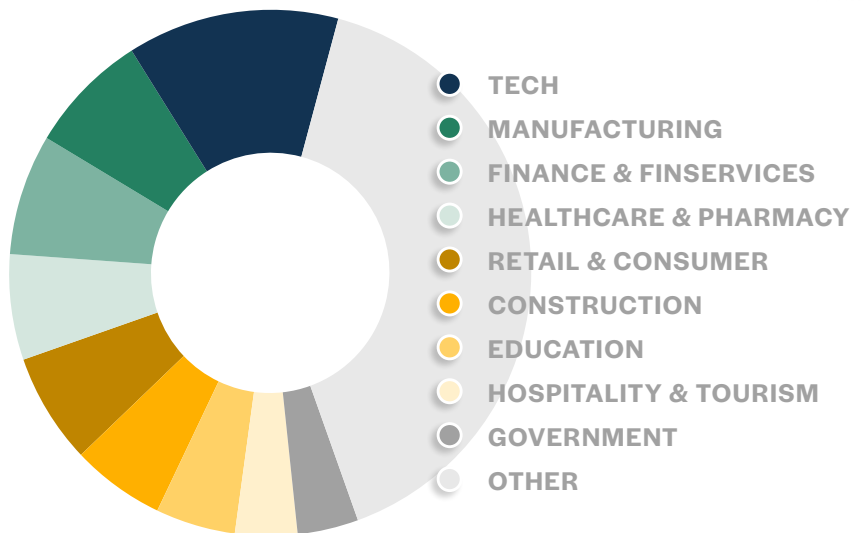
Here is what you'll find

About the report

2,200+ CX professionals surveyed

Thousands of organizations, large and small, both business-to-business (B2B) and business-to-consumer (B2C), shared their experiences in running a CX program.

26 industries

An array of industries reported on their CX wins and challenges.

- TECH
- MANUFACTURING
- FINANCE & FINSERVICES
- HEALTHCARE & PHARMACY
- RETAIL & CONSUMER
- CONSTRUCTION
- EDUCATION
- HOSPITALITY & TOURISM
- GOVERNMENT
- OTHER

The United States and Europe

Those surveyed are employed at organizations across the U.S. and Europe.

UK

DE

US

FR

AT

The CX professional

Explore the CX profession, including salary and compensations, different team structures, unique skill sets, and common challenges.

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CX professionals reside in various departments

While more than two-thirds of customer experience professionals have a job title that is directly tied to their responsibilities—like Customer Experience Manager or Chief Customer Officer—the department in which they work varies significantly: Information Technology (IT) being the most popular, followed by Customer Experience, and Product Development.

20%

13%

12%

11%

10%

IT

CX

PRODUCT

SALES

SUPPORT
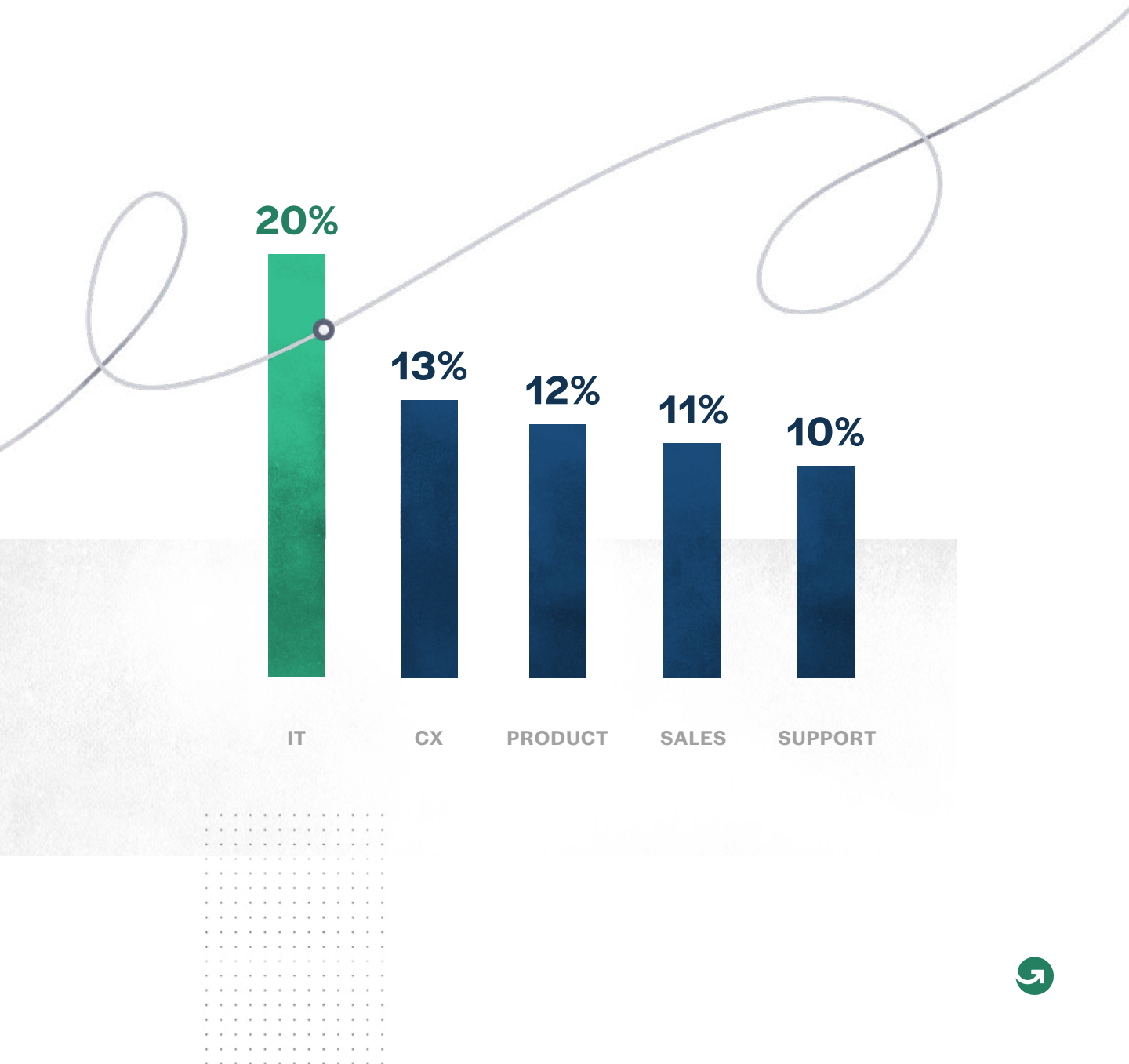
Career longevity in CX

It takes a persistent and optimistic individual to pursue the always-evolving customer experience industry, especially as we enter the new era of CX. It's no surprise that nearly half of survey respondents have been in the space for six to 10 years; a quarter for more than 10 years.

The majority of professionals are at the Manager level, followed by full-time Individual Contributor, and Director or above.

6–10

11–16

YEARS IN THE FIELD

17+

0–5
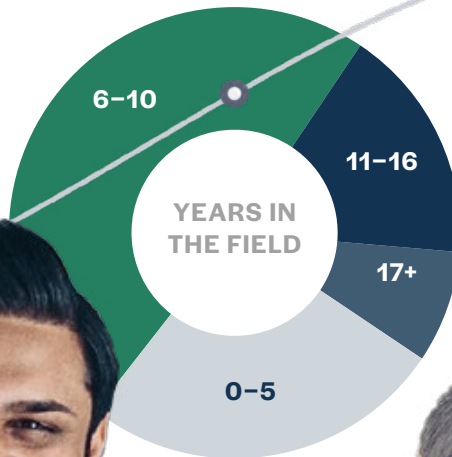
18%
DIRECTOR

35%
MANAGER

27%
INDIVIDUAL CONTRIBUTOR

CX professionals report fair compensation

2/3

of customer experience employees say they are well compensated for their efforts.

However, this sentiment is less likely among individual contributors than upper-level management and above.

Overall, those residing in the U.S. are slightly more likely (5%) to feel well compensated than those working in Europe.

Compensation

0-19K	4%
20K-39K	20%
40K-59K	28%
60K-79K	21%
80K-99K	12%
100K+	14%
PREFER NOT TO SAY	2%
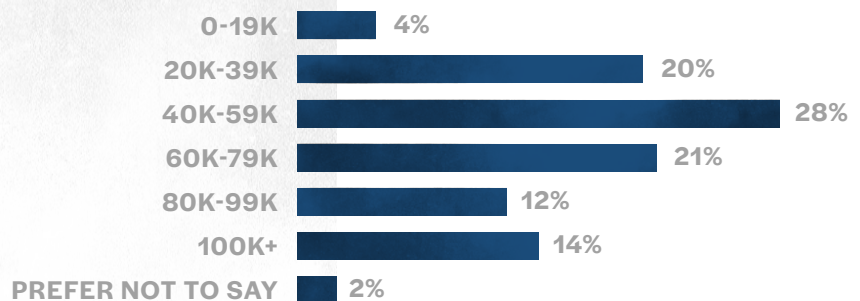
Surveys were localized to reflect each country's respective currency.

Higher wages yield greater ROI

The CX employees who believe they are well compensated are **two times more likely** to say their customer experience program sees "high" to "very high" return on investment (ROI).

Conversely, those who claim dissatisfaction with compensation are 17% more likely to be from an organization lacking a formal CX program.

Of those who claim dissatisfaction with their compensation:

44%

are from an organization with no formal CX program

27%

are from an organization with a formal or advanced CX program

Increase in monetary reward for CX success

Half of customer experience professionals receive bonuses or other monetary compensation when they achieve the targeted goals and Objectives and Key Results (OKRs) around their CX program.

While 50% may not seem like much, it's **a pleasant improvement from 2021**, when only 38% of U.S. professionals reported such recognition.

Are bonuses or other monetary compensation tied to the completion of your CX goals?

YES	49%
NO	10%
DON'T KNOW	1.2%
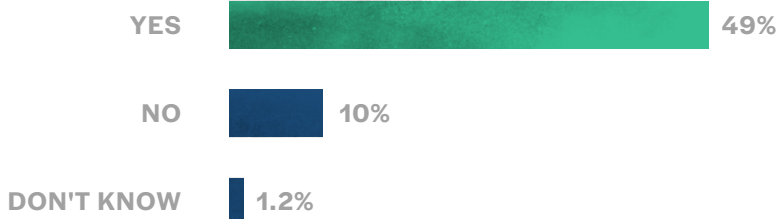
39% of respondents do not have a stated goal or OKR around CX in their organization.

Teamwork really does make the dream work

To deliver a great customer experience, CX teams must work cross-functionally to optimize every key touchpoint across the journey.

Unsurprisingly, teamwork and cross-collaboration are considered top strengths in both the U.S. and Europe.

Leaders of mature CX programs value teamwork and cross-collaboration more than leaders of less established organizations.
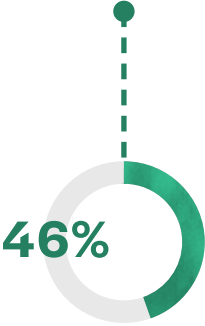
The top departments that collaborate the most include Customer Support, Customer Experience, IT, Customer Success, and Sales.

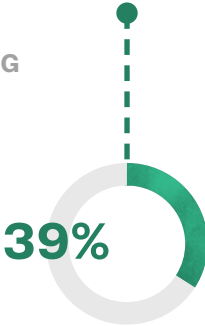**Of the following skills, which one are you or your team strongest at?**
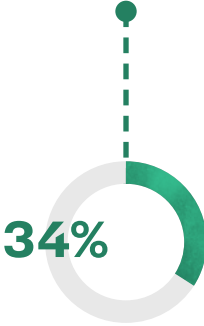
TEAMWORK AND CROSS-COLLABORATION

48%

PROBLEM-SOLVING

46%
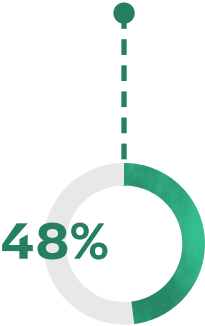
ANALYTICAL AND CRITICAL THINKING

39%

LEADERSHIP

34%

MARKET RESEARCH

25%
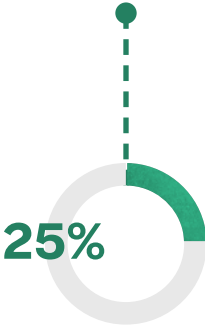
Cross-collaboration generates greater revenue

CX professionals or teams that significantly collaborate cross-functionally are **27% more likely** to have a "high" or "very high" rate of ROI on their program. They're also three times more likely to have a high business impact compared to those who engage in little or no collaboration at all.

Percentage of reported "very high" ROI vs. collaboration level

45%
SOME COLLABORATION

72%
SIGNIFICANT COLLABORATION

28%
LITTLE TO NO COLLABORATION
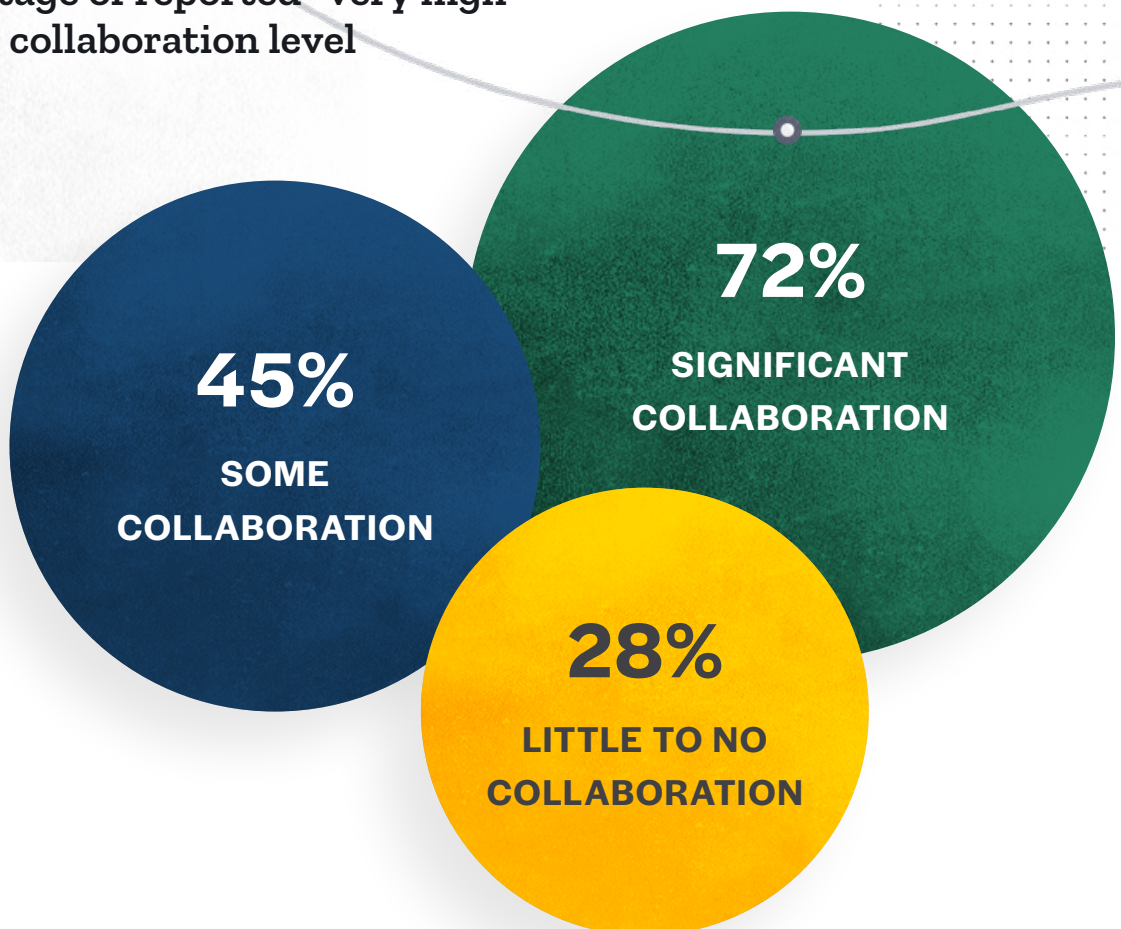
Our top priority is for our organization to align on a standard approach on how to measure customer experience and use this insight to inform investments in experiential improvements.

sunbasket

–Brett Frazer

VP of customer service

The bigger the team, the larger the win

Most CX professionals work in a team where two to 10 team members focus primarily on customer experience. Cross-collaboration and teamwork are even more essential for these small-sized teams.
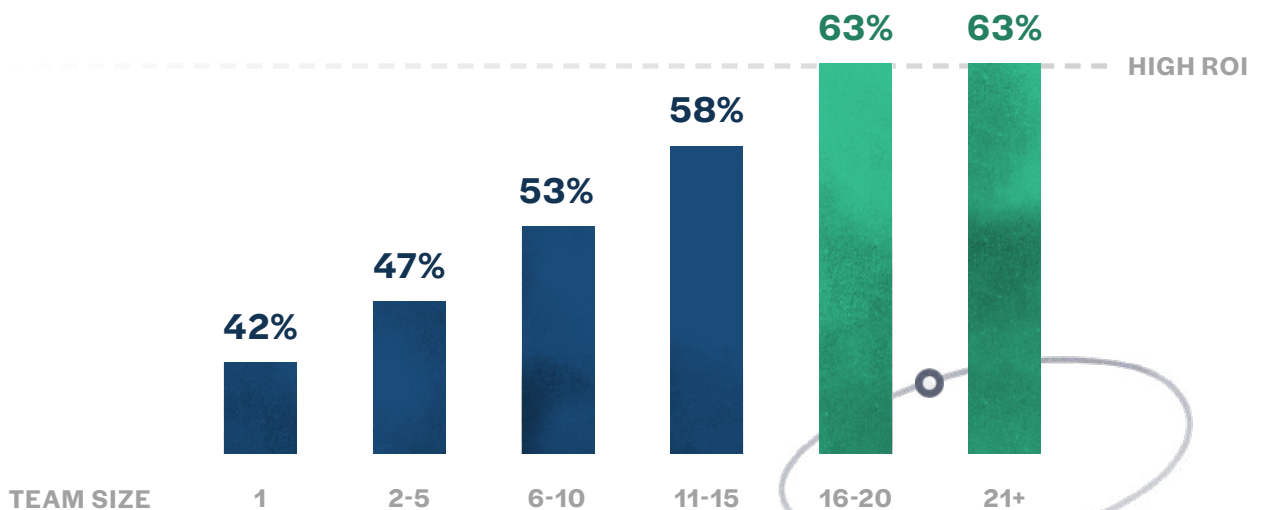
Larger CX teams yield greater results

In fact, CX teams of 16 or more are **16% more likely** to say that the ROI they generate from their programs is "high" or "very high."

The concept of the holistic CX leader is rising

One-third of respondents say they have a holistic CX leader who focuses on the end-to-end customer experience. This individual sits under a functional department like Marketing, Product, or Customer Success.

26%

HAVE A HOLISTIC CX LEADER OR CX DEPARTMENT THAT FOCUSES ON THE END-TO-END CUSTOMER EXPERIENCE

7%

CX ORGANIZATIONS WITH A HOLISTIC LEADER ARE 7% MORE LIKELY TO HAVE A STATED CX GOAL

Companies with a holistic CX leader are more likely to have stated goals to measure and improve their program.

Organizations in Europe are more likely to have a holistic leader (39%) than those in the United States (34%).

More organizations have stated goals around CX

More than half (61%) of customer experience employees have stated OKRs around their customer experience program.

Organizations in the United States are seeing an impressive uptick in this regard—**from 41% last year to 64%**. In fact, companies in the U.S. are nearly two times more likely to have an advanced or established CX program than those in Europe (29% vs. 15%).

Does your organization have a stated goal around CX?

U.S.

DON'T KNOW	NO	YES
11%	25%	64%

EMEA

DON'T KNOW	NO	YES
15%	27%	58%
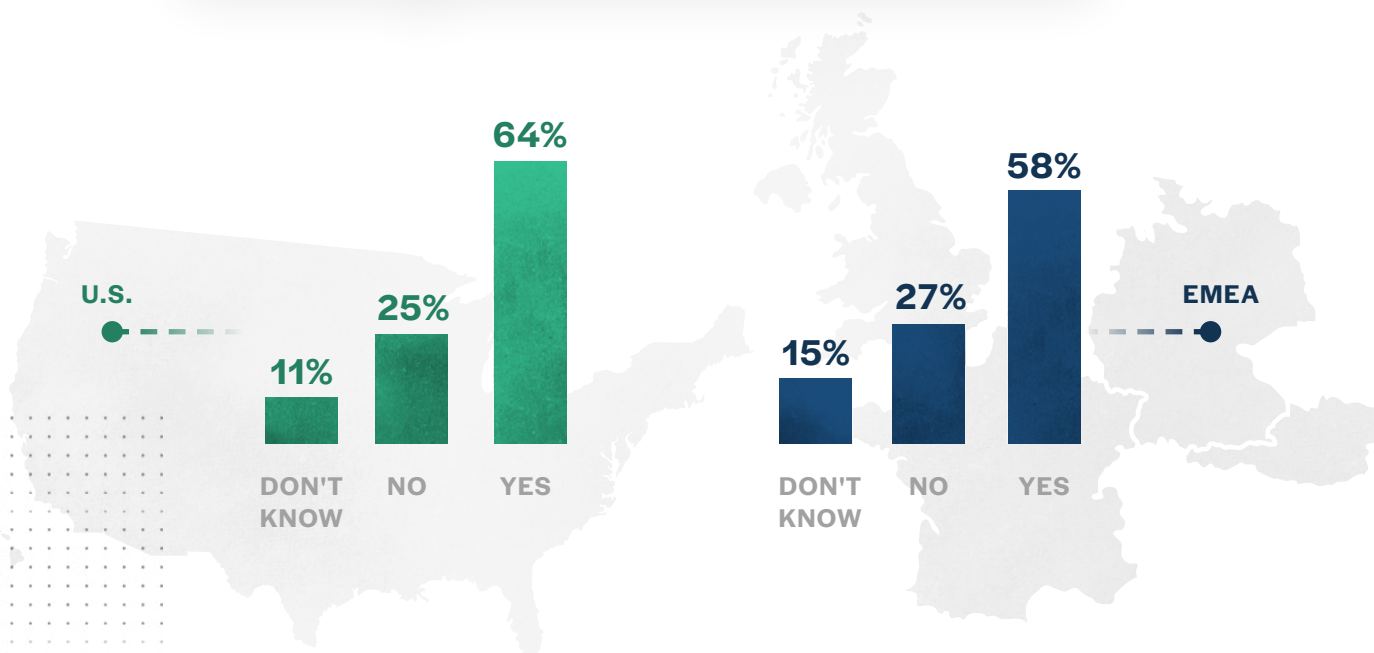
How CX professionals can succeed in the new era

2022 is looking good for customer experience professionals—your hard work is getting recognized, and the case for better collaboration across teams is solid. Here's what you should keep in mind as you forge ahead with confidence.

1 ### Maintain CX recruiting and hiring efforts

Whether you want to grow or maintain your team, employee experience (EX) plays a significant role in your success from hiring to onboarding and retaining great talent. **Here is a guide** on making sure your employee(s) receive the tools and recognition they need to contribute their best work.

2 ### Prove the ROI of your program to increase compensation

The more you can demonstrate the return on investment of your CX initiatives, the more likely you will receive compensation for your hard work. Connecting the dots isn't easy, but it can be done. **Watch this 5-minute video** on how to get started.

3 ### Increase cross-collaboration for more business impact

Organizations that keep a steady pulse on the voice of the customer across all touchpoints are the ones that can turn the always-evolving customer expectations into extraordinary experiences. **Leverage these key CX metrics** to start a dialogue and establish intent to collaborate across departments. When you're ready to kick things off, **here is a guide** on how to run a successful cross-functional CX program.

Ready to level up your CX? Let's go.

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The CX industry

Uncover the emerging trends influencing tech, decision-making, and strategic innovation in this new era of CX.

CX management solutions are becoming a must-have

Nearly half of the U.S. CX professionals use a customer experience management solution to run their program, and the majority (70%) claim that the return on investment (ROI) of their efforts is "high" or "very high."

The numbers are slightly less in Europe, with 35% of professionals using such a tool as part of their tech stack.

Topmost used CX tech and tools:

47%

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

41%

CUSTOMER EXPERIENCE (CX) MANAGEMENT SOLUTION

35%

SERVICE AND/OR HELP DESK SOFTWARE

36%

MESSAGING AND CHAT TOOLS

"Robustness" and "speed to insights" are top priorities

In an ever-evolving industry, CX leaders want a single tool with advanced features (robustness) that help them quickly accomplish their goals (speed to insights). For smaller organizations (100 or fewer employees) in particular, "speed to insights" and "robustness" are significantly more critical than any other feature.

Priorities slightly shift when comparing countries: "ease of use" and "customer service and support" from the vendor are more important to CX professionals residing in European countries.

> **When looking for a CX management solution, rank what is most important to you.**

U.S.

1. ROBUST
2. SPEED TO INSIGHTS
3. COST
4. FLEXIBILITY
5. EASE OF USE
6. CUSTOMER SERVICE

EMEA

1. SPEED TO INSIGHTS
2. ROBUST
3. FLEXIBILITY
4. COST
5. EASE OF USE
6. CUSTOMER SERVICE

Employee experience is the biggest obstacle

"Employee motivation" and "skills and training" are the top two biggest hurdles inhibiting the success of customer experience programs. The smaller the CX team, the more considerable motivation proves to be a problem, especially for U.S. organizations.

The need for training and developing better skills is a slightly more significant issue for the U.S. (10% more) than in Europe. However, it's still the top obstacle for employees who work in the Customer Experience department across all countries.

Collecting real-time customer feedback is the third most prevalent barrier to success—underscoring the critical need for CX solutions that gather customer insights quickly.

Top 10 obstacles to CX program success:

1. **EMPLOYEE MOTIVATION**
2. **SKILLS AND TRAINING**
3. **COLLECTING REAL-TIME CUSTOMER FEEDBACK**
4. **REMOTE WORK ENVIRONMENTS AND REDUCED FACE-TO-FACE TIME WITH CUSTOMERS**
5. **INFORMATION TECHNOLOGY**
6. **BUSINESS PROCESSES**
7. **ACTING ON CX INSIGHTS**
8. **CENTRALIZED CX DATA**
9. **SCALABILITY OF PROGRAMS**
10. **EXECUTIVE SPONSORSHIP**

In the U.S., 35% of CX teams with 2-5 people say "employee motivation" has been the major obstacle to success.

In EMEA, 25% of CX teams with 2-5 people noted "employee motivation" as an obstacle.

Email is still the top method for collecting feedback

Seventy-two percent of CX professionals say customer feedback has become more important than before the pandemic.

The top channels for gathering customer feedback are email, website, customer calls, in-person, and chat. Customer experience programs in the U.S. are more likely than their European counterparts to collect feedback on digital platforms like website, in-app, and social media.

Which channels do you currently use to gather customer feedback?

60%	47%	46%	43%
EMAIL	WEBSITE	CUSTOMER CALLS	IN-PERSON

Growth and retention garner greater ROI

Overall, "impact on new growth" and "impact on retention rate" are the two most used measures of return on investments for CX initiatives.

There are slight differences when comparing countries. In the United States, the top measurements of impact are growth and cost-to-service, whereas, in Europe, the most valued is retention rate.

How do you measure the impact of ROI?

U.S.

47%
GROWTH

45%
COST-TO-SERVICE

40%
RETENTION

37%
GROWTH

EMEA
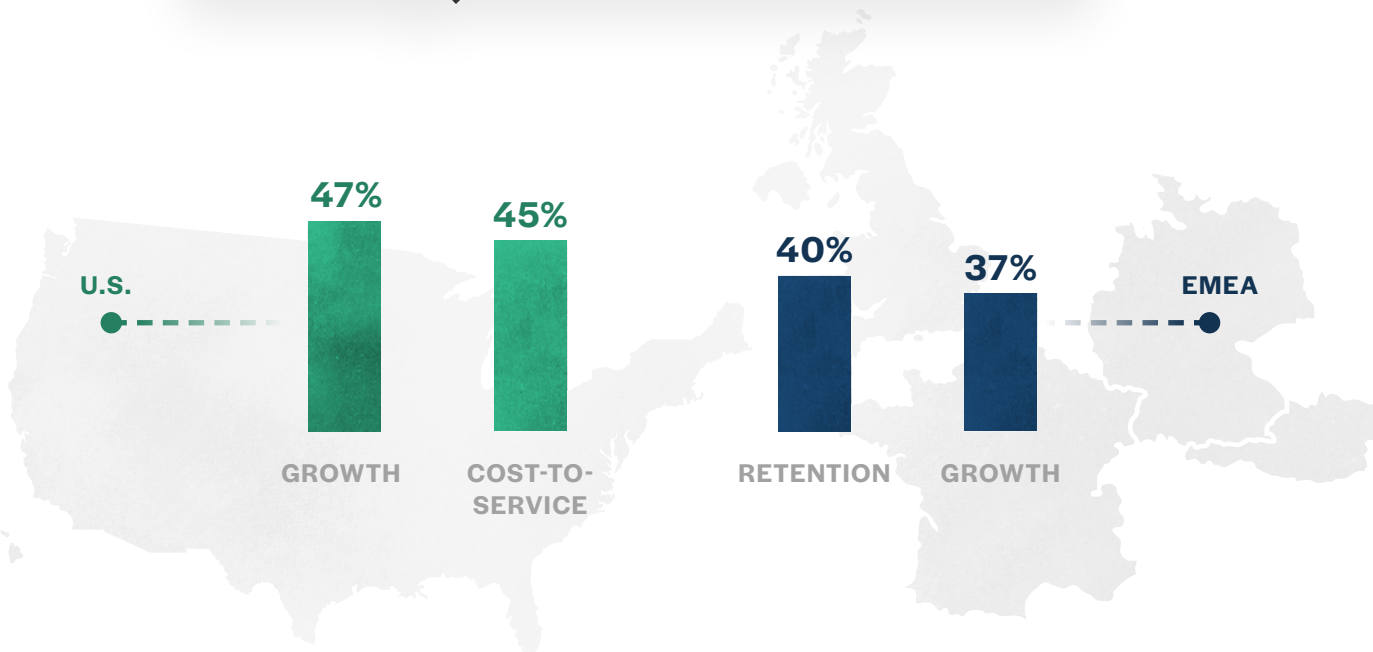
Measuring customer loyalty earns executive buy-in

CX professionals measure customer loyalty the most—such as Customer Lifetime Value, Customer Retention, and Net Promoter Score®—followed by quality metrics (Customer Effort Score and Customer Satisfaction Score), and operational metrics (i.e., Agent performance, web pages per visit, etc.).

Most organizations measure loyalty, quality, or operational metrics consistently.

83%

SAY THAT EXECUTIVE LEADERSHIP FINDS THE CUSTOMER EXPERIENCE DATA EXTREMELY VALUABLE

Using all three CX metrics yields significant benefits

When combining all three CX metrics—loyalty, quality, and operational—professionals are two times more likely to have a cross-functional team that meets regularly to discuss customer insights and define the next steps for the program.

The union of these metrics also results in executive leadership having a greater appreciation for customer experience data and more investment in CX overall.

LOYALTY

OPERATIONAL

QUALITY
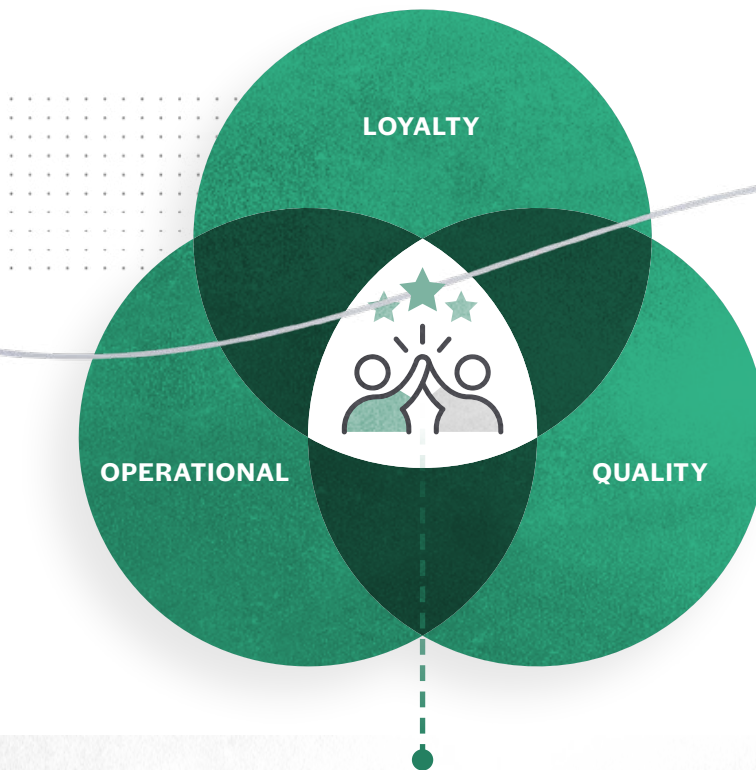
Those who use all three metrics are:

12% more likely to say executive leadership finds CX data extremely or very valuable

25% more likely to say executive leadership is either extremely or very invested in CX

Leadership buy-in is key to seeing results

Two-thirds of CX professionals say their executive leadership is "extremely" or "very invested" in customer experience initiatives. These organizations are three times more likely to have a high rate of ROI from their program.

In the United States, when executives invest in customer experience, organizations are three times more likely to reap the benefits of their efforts than those who don't have buy-in. The U.S. is also 13% more likely to see a commitment from executive leaders than in Europe.

69%

OF RESPONDENTS THAT SAY THEIR EXECUTIVE TEAM IS INVESTED IN THEIR CX PROGRAM REPORTED HIGH ROI

What to expect next in the CX space

Agility and speed are the overarching 2022 themes of the customer experience space, with CX teams relying on robust technology, more metrics, and new digital channels to boost customer loyalty. Yet there are areas of improvement, in particular to employee satisfaction. Here are some ways you can tackle these issues and reach your next goals.

1   ## Bridge the gap between Human Resources and CX

Great customer experiences stem from exceptional employees that meet or exceed expectations. If motivation and lack of skills and training are an issue in your organization, it's an indication that you're not working closely with HR. **Here are the top three ways** your two teams can collaborate to remedy these problems.

2   ## Expand channels for collecting customer feedback

COVID-19 has significantly increased online customer interactions, making collecting feedback on digital channels even more of a necessity. **Read our UX guide** to improve the user experience and prove the ROI of your efforts.

3   ## Widen your knowledge and use of CX metrics

The best results come from combining all three CX metrics: loyalty, quality, and operational. Each category has a series of options. Use our **customer experience metrics catalogue** to find the metrics that best fit your needs and use cases.

Ready to level up your CX? Let's go.

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The CX maturity

This section features key learnings from **GetFeedback's CX Maturity Quiz**, designed to identify strengths, weaknesses, and opportunities in your customer experience program.

Employee experience and company culture need our attention

Based on thousands of quiz-takers, we've identified that the average CX maturity levels of culture and employee experience across organizations are at the beginner level; this explains why "employee motivation" and "skills and training" are the top two biggest hurdles inhibiting the success of customer experience programs.
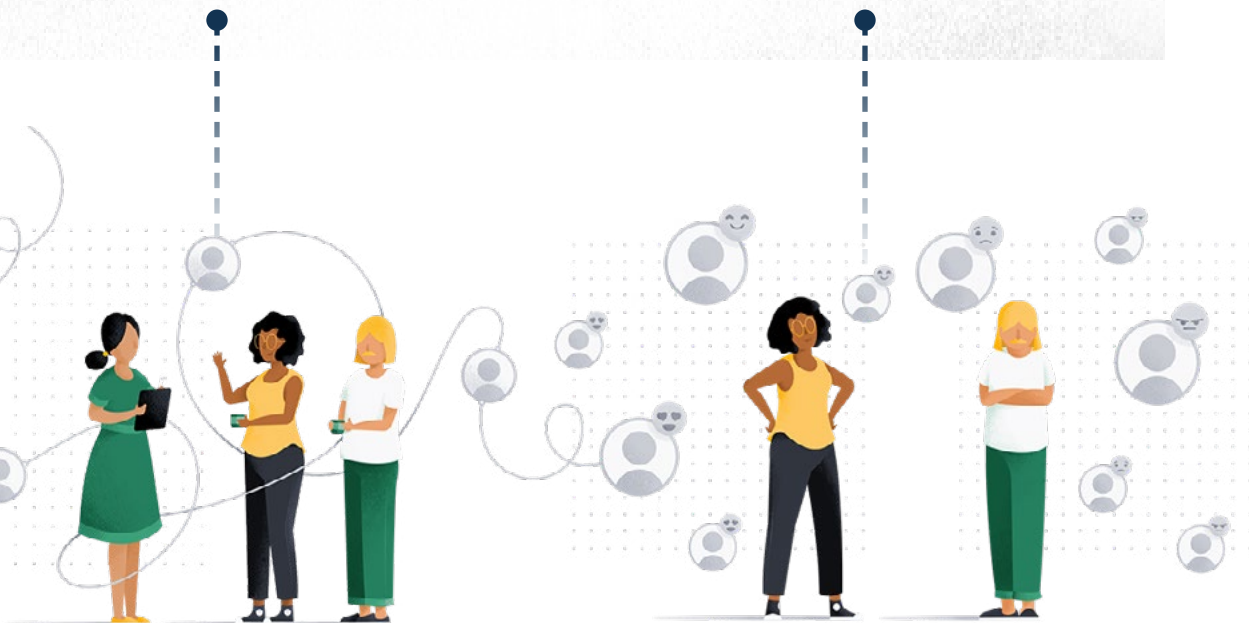
Average scores from our maturity quiz

2/5
CULTURE

2/5
EMPLOYEE EXPERIENCE

2/5
CULTURE

2/5
EMPLOYEE EXPERIENCE

On average, organizations scored a level 2 out of 5 in our Maturity Quiz. This means that some leaders and employees in these organizations understand the importance of a customer-centric culture; these are the team members who are investing in CX the best they can and are making improvements to individual touchpoints that directly relate to their team(s). Yet, many other leaders and teams still don't see how they are connected to or accountable for customer experience.

2/5
CULTURE

2/5
EMPLOYEE EXPERIENCE

Similar to Culture, when it comes to employee experience (EX), there is a lot of space for improvement, averaging to a level 2 out of 5.

At this beginner level, certain teams in the organization—most likely in Customer Support and Customer Success—are using CX metrics like Net Promoter Score® (NPS), Customer Satisfaction Score (CSAT), and Customer Effort Score (CES) to measure the performance of employees. However, teams across departments still work in silos, and most employees don't understand the connections between their work and the overall customer journey experience.

Taking action on customer feedback is most challenging

Collecting real-time feedback is a key obstacle for CX professionals, but so is analyzing feedback and, more importantly, taking action on it. On average, takers of our Maturity Quiz scored a level 2 for listening and understanding customers; taking action averaged to a level 1 out of 5.

Average scores from our maturity quiz

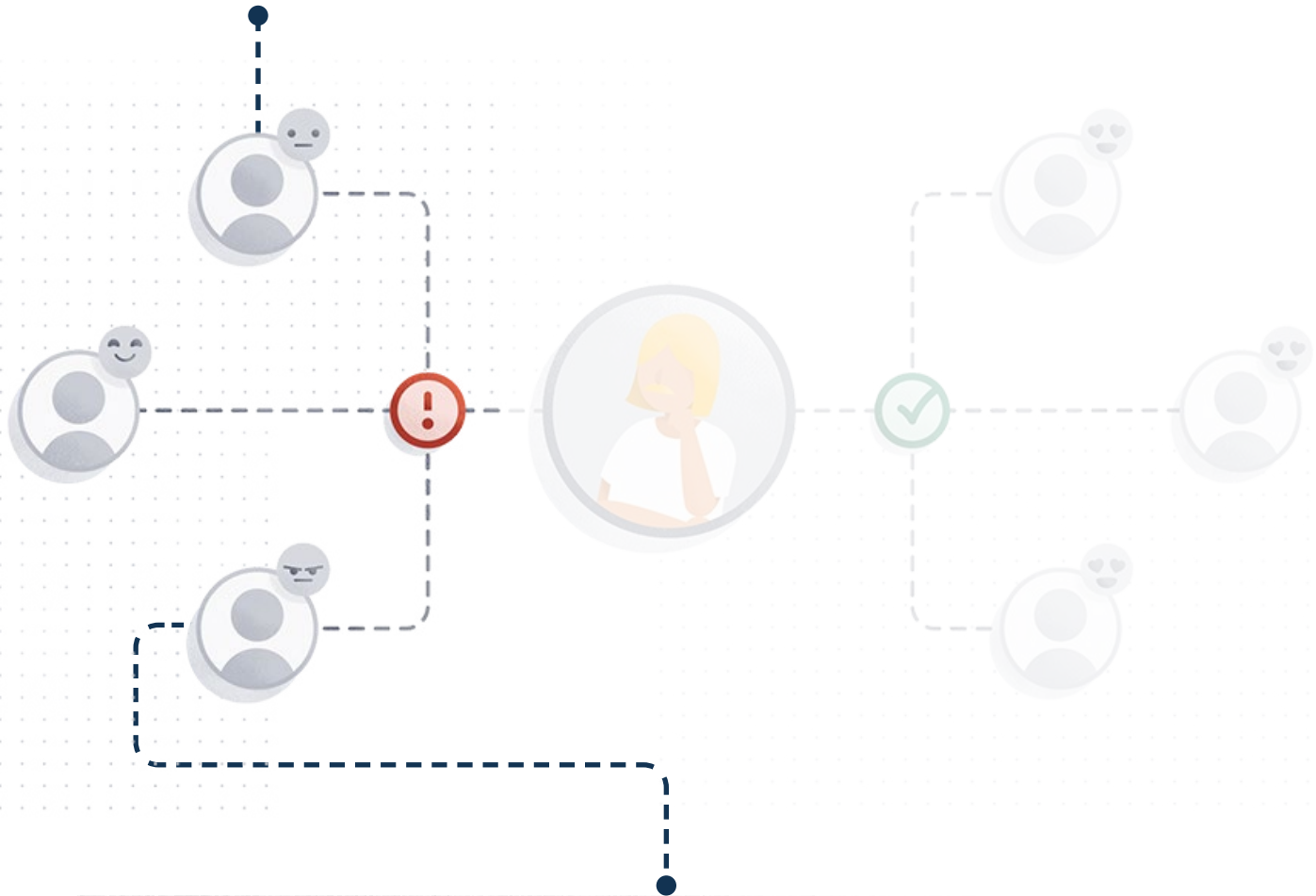| 2/5	2/5	1/5
LISTENING TO CUSTOMERS	**UNDERSTANDING CUSTOMERS**	**ACTING ON FEEDBACK**

2/5

LISTENING TO CUSTOMERS

2/5

UNDERSTANDING CUSTOMERS

1/5

ACTING ON FEEDBACK

At a level 2 of maturity, some leaders in the organization collect feedback at certain touchpoints to serve specific functions within their team. However, customer insight is communicated only within these teams, and collecting feedback is not part of a bigger CX strategy.

2/5

LISTENING TO CUSTOMERS

2/5

UNDERSTANDING CUSTOMERS

1/5

ACTING ON FEEDBACK

At such a beginner stage, certain teams in the organization—most likely customer-facing groups like Customer Service and Customer Support—are making an effort to understand the customer by analyzing customer data and making particular improvements within their team. But this insight is most likely kept within these teams instead of communicated broadly.

2/5
LISTENING TO CUSTOMERS

2/5
UNDERSTANDING CUSTOMERS

1/5
ACTING ON FEEDBACK

Level 1 in taking action on customer insight typically looks like this: The organization uses customer insight in an ad hoc way, if at all. And when used, the customer feedback doesn't drive any significant action. In some cases, certain teams in the organization are taking action on customer insight. But the steps they take only drive change at the touchpoints that are relevant to their team goals and priorities.

What's your customer experience maturity level?

Take our **CX Maturity Quiz** to identify the strengths, weaknesses, and opportunities in your program.

This isn't your typical CX maturity test—the results from this assessment provide you with a prescriptive step-by-step guide to making an impact today.

–Jeannie Walters

CCXP, CEO, Experience Investigators™

The COVID-19 recovery

Examine how leaders are pivoting their CX programs to navigate the uncertainty of COVID-19 and its lasting effects.

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A positive work-life balance

Roughly half of the CX professionals say their work-life balance has been affected positively due to the pandemic, while only 14% say it was impacted negatively.

The majority of customer experience professionals work in-person, or a remote and in-person hybrid model. Not surprisingly, those employed at B2C organizations are more likely to work in-person (46%) than those who serve B2B (38%).

How has your work-life balance been affected as a result of the COVID-19 pandemic?

47%
POSITIVELY

39%
STAYED THE SAME

14%
NEGATIVELY

Most CX programs have adapted well

With many countries on lockdown throughout 2020, organizations were forced to reduce or eliminate in-person customer interactions. It's no surprise that "accelerating digital transformation efforts" is the top strategy CX professionals have adopted as a result of the pandemic.

Despite the rapid changes, the vast majority of respondents in both Europe (70%) and the U.S. (80%) claim to have adapted "well" or "very well" to COVID-19.

What has your company implemented as a direct result of the pandemic?

ACCELERATED DIGITAL TRANSFORMATION EFFORTS

41%

CHANGED BUSINESS STRATEGY

39%

DEVELOPED NEW PRODUCTS OR SERVICES

33%

GATHERED FEEDBACK FROM EMPLOYEES OR CUSTOMERS TO MAKE DECISIONS
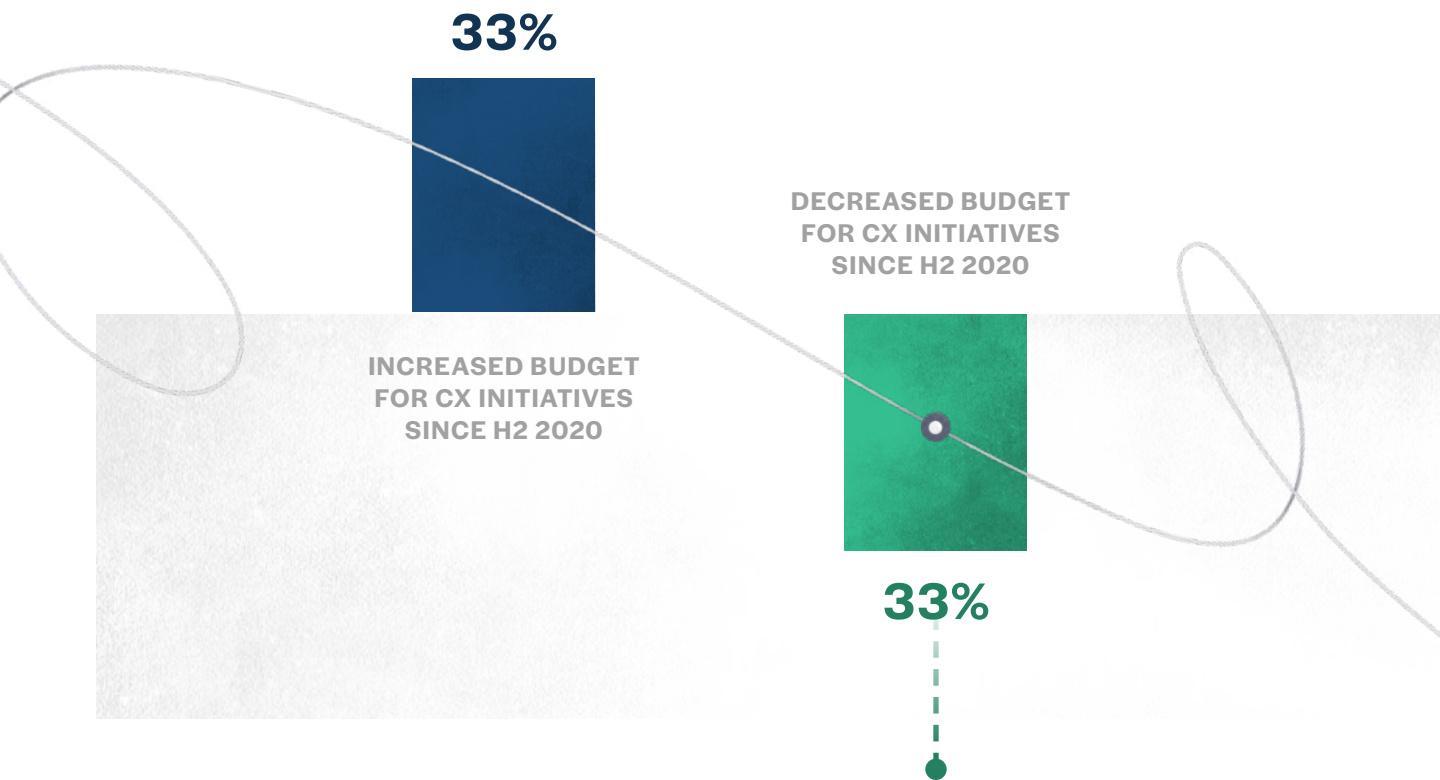
32%

INCREASED HIRING

32%

Financial growth during the pandemic

Seventy percent of organizations experienced financial growth in 2021 compared to 2020. However, there was an equal split between companies that increased or decreased their budgets since the second half of 2020.

33%

**DECREASED BUDGET
FOR CX INITIATIVES
SINCE H2 2020**

**INCREASED BUDGET
FOR CX INITIATIVES
SINCE H2 2020**

33%

CX professionals whose budget decreased are 23% less likely to say they have executive buy-in for their CX initiatives than those with an increased budget, and 63% more likely to have little collaboration with other departments in the organization.

Reaching customers across more touchpoints

Nearly **60% of CX teams added additional customer feedback touchpoints during COVID-19**—including email, website, phone calls, chat, and in-app experiences—to ensure they meet customers' changing expectations.

Top customer feedback touchpoints added during COVID-19

49%
EMAIL

42%
WEBSITE

38%
CUSTOMER CALLS

38%
CHAT

32%
IN-APP

32%
IN-PERSON

More personalized customer experiences

Delivering great personalized customer experiences means building products, services, and interactions—obtained from customer data points like purchase history, industry, location, etc.—that meet your customer's unique and individual expectations, preferences, and requirements.

Since the onset of COVID-19, **73% of respondents have increased their efforts in delivering a personalized experience to customers.** The main approaches have been employing customer surveys and building customized products and services.

Which of the following ways have you built personalization into your customer experiences?

53%

CUSTOMER
SURVEYS

51%

PRODUCT AND/
OR SERVICE
RECOMMENDATIONS

43%

DYNAMIC
WEBSITE
EXPERIENCES

43%

SEGMENTED
CUSTOMER
MESSAGING

In 2022 personalized experiences will drive loyalty, affinity, and become a greater differentiator with brands.

YETI®

–Stephanie Stafford

Director, customer experience

How to conquer CX during ongoing uncertainties

Agility has been the key to your success during these unprecedented times, and it'll continue to drive CX strategy in 2022 along with the prioritization of more personalized experiences. Consider the following approaches for evolving your program.

1

Optimize customer experiences across digital platforms

Since the start of the pandemic, 77% of CX professionals say their customer's expectations have shifted towards digital-first experiences. Enable your websites and apps for the best user experience with this **comprehensive guide** created to help you deliver extraordinary digital user experiences and measure success.

2

Create a holistic customer feedback loop

Seventy-two percent of our respondents said customer feedback has shifted to be (slightly or much) more important than before March of 2020. Refer to our **customer journey mapping guide** to create a holistic customer experience journey map, analyze each key touchpoint, and take quick action.

3

Advance your personalized experiences program

Trying to personalize customer experiences at scale can seem daunting, but there are **many tools available** to help automate the process. **Learn how to hyper-personalize your CX program** with these best practices from CX expert Annette Franz.

Ready to level up your CX? Let's go.

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Priorities for CX in 2022

Discover what CX leaders are prioritizing in 2022 to drive customer loyalty and take their programs to the next level.

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Boosting customer loyalty is the #1 priority

The top priority for 2022 is boosting customer loyalty. Collecting, analyzing, and acting on customer feedback come in second with equal significance.

In addition to improving loyalty, organizations with successful CX programs also prioritize upsells and cross-sells, and funding for their program.

Top 10 CX priorities

#1
BOOST CUSTOMER LOYALTY

#2
ANALYZE CUSTOMER FEEDBACK

#3
COLLECTED CUSTOMER FEEDBACK

#4
TAKE MORE STRATEGIC ACTION ON CX DATA

#5
CULTIVATE A CUSTOMER-CENTRIC CULTURE

#6
INCREASE UPSELLS AND CROSS-SELLS

#7
ESTABLISH CROSS-FUNCTIONAL COLLABORATION

#8
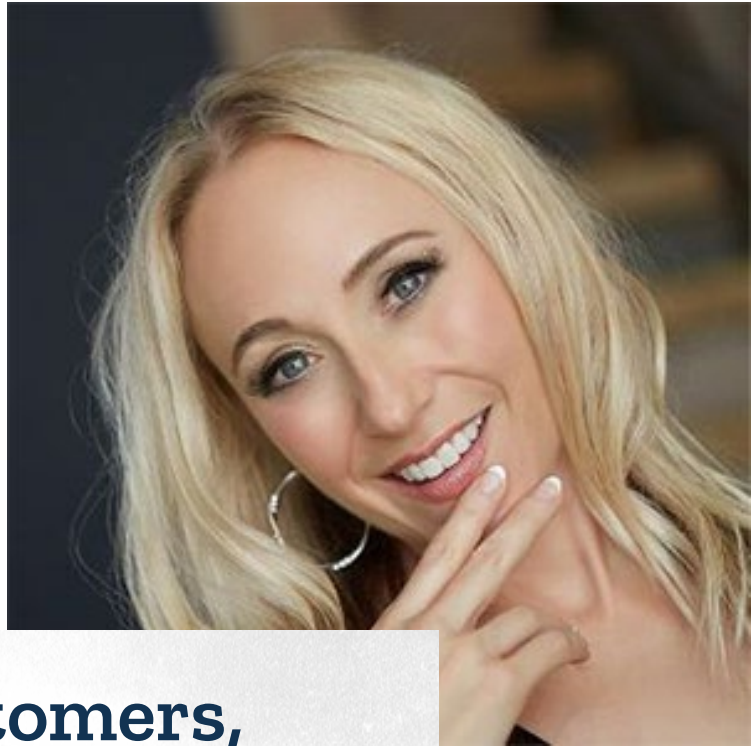**INCREASE FUNDING FOR CX/VOC PROGRAM**

#9
GAIN LEADERSHIP BUY-IN FOR CX INITIATIVES

#10
GROW CX TEAM (E.G., MORE HEADCOUNT)

> Listening to customers, designing, and delivering an experience that fits their needs is the only way to keep them happy.

CX JOURNEY™

–Annette Franz

Founder and CEO

Digital transformation continues to be top of mind

CX professionals who are not already collecting feedback from key digital channels like email, website, and in-app, would like the opportunity to do so in 2022.

In the United States, there is a slightly higher demand for collecting feedback via website, in-person, and customer integrations with application programming interfaces (APIs) than in Europe.

Highest ranked feedback channels to incorporate into cx programs

33%	32%	30%	28%	27%	25%	25%	20%
EMAIL	WEBSITE	IN-APP	IN-PERSON	CHAT	CALLS	API	SOCIAL MEDIA
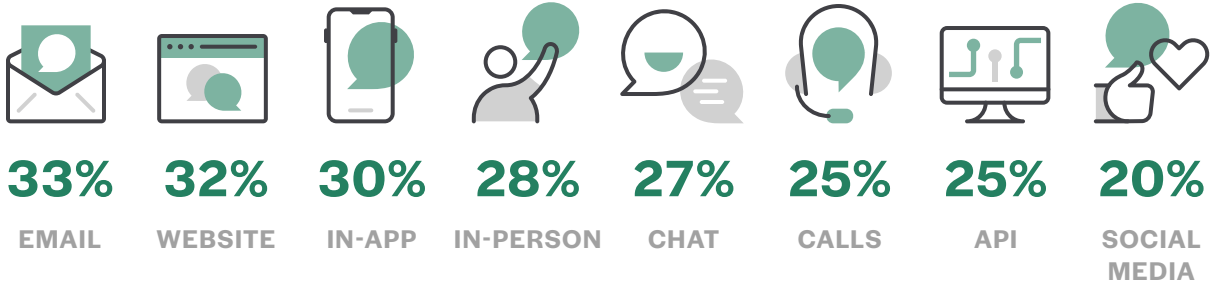
Digital is no longer a transformation; it's an imperative. And the digital experience will be ever-evolving, meaning there's no real 'destination,' but rather, continuous improvement.

–Dan Gingiss

CEO and founder, The Experience Maker

Customers don't see themselves as digital customers; they are simply customers doing what they need to in their preferred ways. Digital is part of how they behave, so focusing resources on this part of the customer's journey will continue to be a smart move.

Experience Investigators
by 360Connext

–Jeannie Walters

CCXP, CEO

In-person interactions will increase

Most respondents expect in-person interactions—both internally and with customers—to increase in 2022.

More of the CX professionals in Europe believe in-person customer interactions will not increase in 2022 (21%) than their U.S. counterparts (17%).

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OF RESPONDENTS SAY THEY EXPECT TO SEE MORE IN-PERSON BUSINESS MEETINGS (67%) OR IN-PERSON EVENTS (64%).

At every customer interaction, both digitally and in-person, you must be able to answer the question, 'Is what's happening at this moment going to get the customer to purchase again?' Customer loyalty isn't about a lifetime. It's about the next time, every time.

–Shep Hyken

Chief amazement officer, Shepard Presentations

Take on new CX opportunities with confidence

2022 is filled with exciting opportunities to drive significant change to your organization's customer experience—everything from building long-lasting customer relationships to cultivating happier employee experiences. As you develop your own 2022 priorities, consider the following.

1   **Boost loyalty with stellar customer support**

Customers choose you for your product but will leave because of poor customer service. At the core of great customer experience is stellar customer support. Make sure your support team is providing **effortless experiences** that lead to **long-term customer satisfaction**.

2   **Ensure the happiness of your team(s)**

Happy employees result in happier customers. The pandemic has shifted your teams' expectations of the ideal work environment. **Collect their feedback** to identify their happiness level and learn how you can improve their satisfaction.

3   **Take bold action when faced with new challenges**

Even the most seasoned CX leaders make mistakes. What matters is how they respond to these challenges and learn from them. **Watch this video** with CX expert Dan Gingiss on how to turn a mistake into an advantage. And sharpen your skills with these free 10-minute courses taught by some of our favorite customer experience experts.

Ready to level up your CX? Let's go.

🌀 GetFeedback™

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Take on the new era of CX with confidence

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