



CX Horizons – Webinar



One-third of consumers switched brands in the past year after a negative customer experience. As their expectations for seamless assisted and unassisted customer experience (CX) continue to rise, businesses are under enormous pressure to innovate and optimise customer engagement.

“Customer Experience Horizons” is a new report by MIT Technology Review Insights that explores how businesses across industries will rethink the future of CX, the value proposition for employees and the role of the contact centre.