



Customer Experience Horizons



Customer experience (CX) leaders are innovating digital experiences to better connect with today's customers.

This MIT Technology Review Insights report explores how businesses across industries are rethinking the future of CX, the value proposition for employees and the role of the contact centre.

Together we examine these organisations' plans for future CX innovations and learn why:

- AI will deliver a world without questions
- Gen Z will seek effortless experiences as both customers and employees
- The contact centre becomes an invaluable hub of customer insight