



———— 2021 ————

Market Agenda

Customer Experience

Actionable insight on business and technology



Keith Dawson
Vice President &
Research Director



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Customer Experience

Market Assertion

By 2023, one-half of organizations will have taken steps to optimize the customer experience with an intelligent and conversational self-service environment.



Keith Dawson
VP & Research Director



VENTANA
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Customer Experience: Expertise Overview

Organizations that are passionate about improving the customer experience are choosing to empower their processes and people with intelligence through smarter applications that embrace analytics, AI and robotics to personalize and optimize the customer journey whatever the channel of customer choice.

Customer Experience: Areas of Focus

Agent
Management

Contact Center

Customer Experience
Management

Customer Service &
Support

Field
Service

Voice of
the Customer

Customer Experience Research

Benchmark Research

- Contact Center and Agent Management
- Customer Analytics
- Customer Experience

Dynamic Insights

- Agent Desktop
- Field Service
- Voice of the Customer

Value Index

- Contact Center and Agent Management
- Customer Experience Suite





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