



———— 2022 ————

Market Agenda

Customer Experience

Actionable insight on business and technology



Keith Dawson
Vice President &
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Customer Experience

Market Assertion

Through 2025, the establishment of CX application suites on a common platform will become the focal point of the drive to optimize customer and organization engagement.



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 Centers and Agent Management
- Customer Experience
- Customer Analytics

Dynamic Insights

- Agent Desktop
- Field Service
- Voice of the Customer

Value Index

- Agent Management
- Customer Experience Suites
- Cloud Contact Center Platforms





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