CCW
CUSTOMER CONTACT WEEK
DIGITAL EUROPE

Creating Long-Lasting Connections with Customers in an Age of Radical Authenticity

As businesses look to reset their customer approaches post-pandemic, authenticity has never been more important for maintaining a humanised approach in customer management, offering consistent customer experiences, increasing customer lifetime value, reducing customer churn, and improving customer loyalty.

WHAT ARE THE CHALLENGES IN CUSTOMER MANAGEMENT?

63%
Employee engagement, recruitment, and training

42%
Addressing rapid changes in customer demand

58%
Integrating the right tools to support your digital transformation

37%
Accessibility and inclusivity of service

58%
Balancing empathy and digitalisation

26%
Collecting customer data to fuel retention

Source: Survey conducted by CCW Europe Digital, the European Chapter of the global CCW digital community

EXPLORE HOW YOUR CUSTOMER MANAGEMENT PEERS ARE PIVOTING THEIR STRATEGIES TO ADDRESS THESE CHALLENGES & BOOST CUSTOMER LOYALTY IN THE FULL REPORT

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This exclusive industry report dives into how businesses can create long-lasting customer relationships in an era of radical authenticity by bettering employee engagement and productivity, customer inclusivity and accessibility, and customer privacy and trust.

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