ABCs of CX

By Jeffrey Daigle
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If you've ever had a conversation with a customer experience (CX) professional, you've probably been barraged by buzzwords. This e-book is a primer to help you get fluent in the language of CX. Check out the complete E Source Customer Experience Glossary to learn the meanings of more than 100 CX-related terms. Before you know it, you'll be using your VOE to talk CXM to your CCO.

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