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Technology May Be Endangering the Customer Experience

Modern business decisions are primarily driven by data and metrics, but this approach may be misguided when it comes to customer experience management (CEM). According to the 2011 Beyond Philosophy Global Customer Experience Management Survey, a number of companies are merging customer relationship management (CRM) and CEM to the detriment of their ultimate goal - customer satisfaction.

Companies around the world have embraced the quantitative, analytical capabilities of advanced CRM solutions in the past few years and have become quite proficient in their use. But according to My Customer, the problem with applying this mindset to CEM is that it is more culturally driven than data-driven. As a result, organizations are not seeing the results for which they had hoped.

"The 'big four' industries - telecoms, banking, retail, and IT - spend significant resources on CEM, comprising 63 percent of the [customer experience] market, but customer experiences with these organizations remain largely poor," the Beyond Philosophy report stated.

Companies must make the vital distinction between CRM and CEM if they hope to improve customer engagement and satisfaction. Trying to make the technology behind one work for the other is not only expensive, but ultimately ineffective in many cases.

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