

The CCO and Customer Engagement

"The companies that structure the position right will increase customer experience gaps between themselves and companies that are failing."*

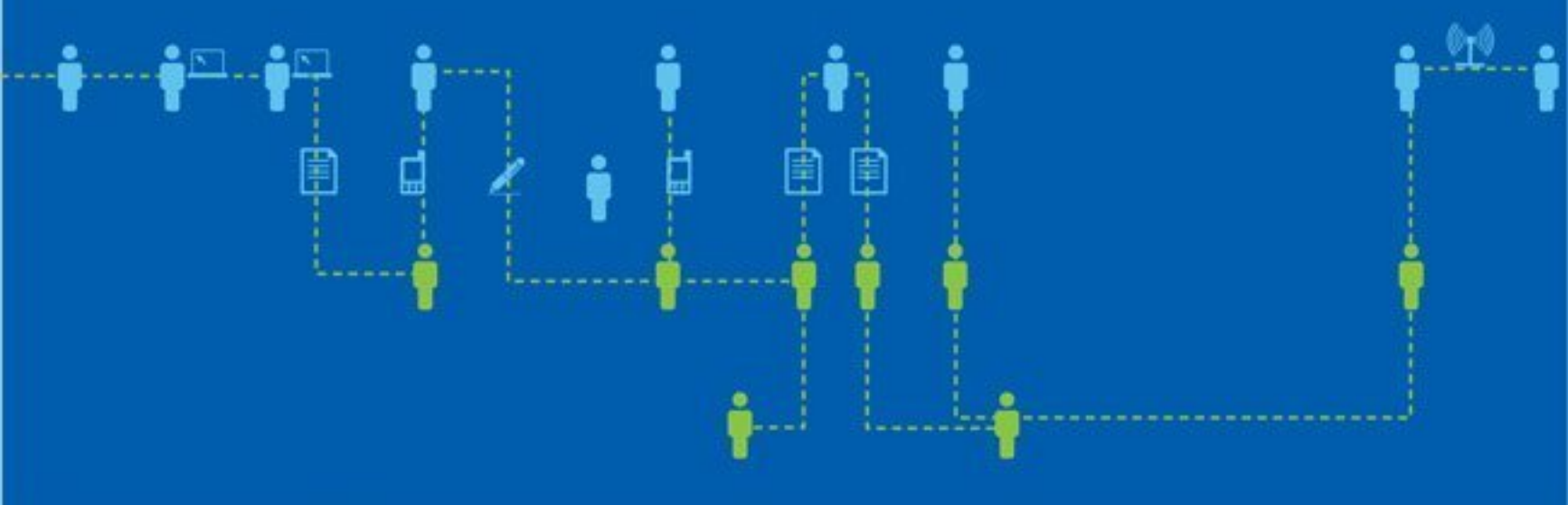
Titles by popularity in 2014*



CCOs are powerful



Customer Engagement is the ongoing interaction between customers and a company.



85% of CCOs are the first to hold this position within the company.*



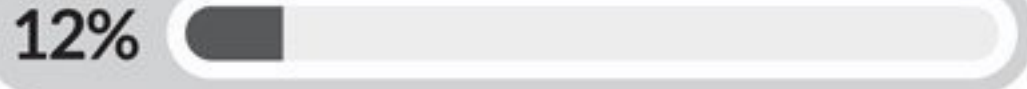
55% of CCOs are internal hires.*



34% have less than one year of tenure.*



12% have held previous customer experience positions.*



Customer Engagement Optimization

Our Customer Engagement Optimization solutions provide Actionable Intelligence® in order to:



Enrich Interactions



Optimize the Workforce



Improve Processes

*Source: Forrester Research, Inc., "Chief Customer Officer Snapshot, 2014," March 2014

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