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*

<table>
<thead>
<tr>
<th>Position</th>
<th>Chief Customer Officer</th>
<th>Chief Experience Officer</th>
<th>Chief Client Officer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>51%</td>
<td>18%</td>
<td>10%</td>
</tr>
</tbody>
</table>

CCOs are powerful

**More than 6%** of S&P 500 companies now have senior executives accountable for customer experience efforts.*

**86%** sit on the firm's executive management team.*

**47%** of the CCOs studied worked at firms with $1 billion or more in annual revenue.*

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


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