

Adformatie, Netherlands: Cognizant's Head of Digital Business, Europe, Outlines Five Ways to Close the Customer Experience Gap



"While it is clear that every brand wants to offer the best possible CX at every opportunity during every interaction with consumers, there are marked discrepancies between brands' perceptions of customer experience and their customers'," writes **Sanjiv Gossain**. "And the reality of executing an excellent CX is more challenging than merely stating the principle."

Excerpts from Adformatie's article:

"Everywhere we go, every place we visit, every time we buy something, we are asked to rate our experience. It therefore may not come as a great surprise that nearly three-quarters of the 1,000 brands surveyed as part of new research from Cognizant identify customer experience (CX) as crucial to their business.

When we think of the brands with whom we associate great CX, they all have one thing in common: digital innovation. To help marketing professionals close the CX gap in their own companies, we have outlined five recommendations:

1. Start with strategy and culture
2. Understand your customer journeys
3. Measure your CX successes
4. Put design at the heart
5. Invest in back-end integrations"

Click [here](#) to read the full article in Dutch.

<https://news.cognizant.com/2019-04-15-Sanjiv-Gossain-Outlines-Five-Ways-to-Close-the-Customer-Experience-Gap>

