Mind the Gap: Experience expectations vs. reality

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by Contentsquare
Customer experience is the single biggest competitive advantage.
1 in 3
I’m not really sure ...
Why is there a gap?

- Pressure
- Competing priorities
- Culture

- Data Silos
- Complexity
- Lack of skill
There has to be a better way right?
Do more with less
Do less with purpose
1. Simplify
2. Be inquisitive, ask why
3. Practice, listen & learn
4. Be in the community
5. Tell stories
Challenge the norm
Have purpose
Make a difference
Care more, for less things
Step out of your comfort zone
Stop ticking boxes
Make an impact
Have fun, life is too short