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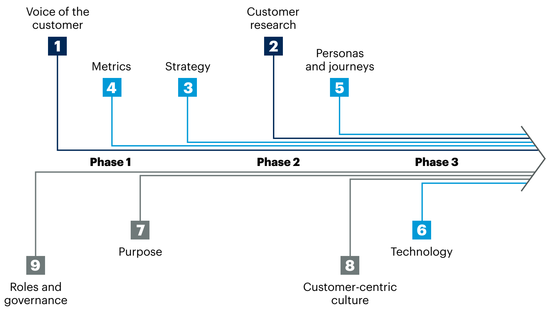
Customer Experience Management Framework

Use the pillars, capabilities and activities in this framework to organize, manage and lead your organization's customer experience (CX) initiative.

Pillars	Capabilities	Activities
Understand customers	1 Voice of the customer	Build a quantitative and qualitative listening portfolio.
		Leverage data to create customer insight.
	2 Customer research	Take action based on customer insight.
		Build a customer research competency.
		Inform CX projects through customer research.
Set customer experience strategy	3 Strategy	Create a winning CX strategy.
		Prioritize CX improvement opportunities.
	4 Metrics	Measure customer experience.
		Keep score in achieving strategic goals.
	5 Personas and journeys	Develop personas and journey maps.
		Integrate user experience (UX) into CX.
	6 Technology	Align and prioritize tech investments.
Coordinate CX across the enterprise	7 Purpose	Inspire motivation.
		Justify the investment.
	8 Customer-centric culture	Foster a customer-centric mindset.
		Enable customer-centric behaviors.
	9 Roles and governance	Manage CX team structure.
		Build CX team capabilities.
		Collaborate with business partners.

What to start with, and when



Difficulty, cost, time and external help

		Difficulty	Cost	Time	External help
1	Voice of the customer	⚠	💲💲💲	🕒🕒🕒	🔄
2	Customer research	⚠⚠⚠	💲💲💲	🕒🕒🕒🕒	🔄🔄🔄
3	Strategy	⚠	💲	🕒🕒	🔄🔄
4	Metrics	⚠⚠	💲	🕒🕒🕒	🔄🔄🔄
5	Personas and journeys	⚠⚠	💲💲	🕒	🔄🔄
6	Technology	⚠⚠⚠	💲💲💲💲	🕒🕒	🔄🔄🔄
7	Purpose	⚠	💲	🕒🕒	🔄🔄
8	Customer-centric culture	⚠⚠⚠⚠	💲💲💲💲	🕒🕒🕒🕒	🔄
9	Roles and governance	⚠⚠⚠	💲	🕒🕒🕒🕒	🔄

Explore these additional complimentary resources and tools for marketing leaders:

Tool

Gartner for Marketing Score

Evaluate the maturity of your marketing function using objective, peer-based performance standards.

Learn More

Webinar

Top Strategies for CMOs to Become a "Genius" Digital Marketing Brand

Explore the digital marketing trends from the latest top-ranked "Genius" brands by Gartner to develop a long-term strategy that fosters innovation.

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