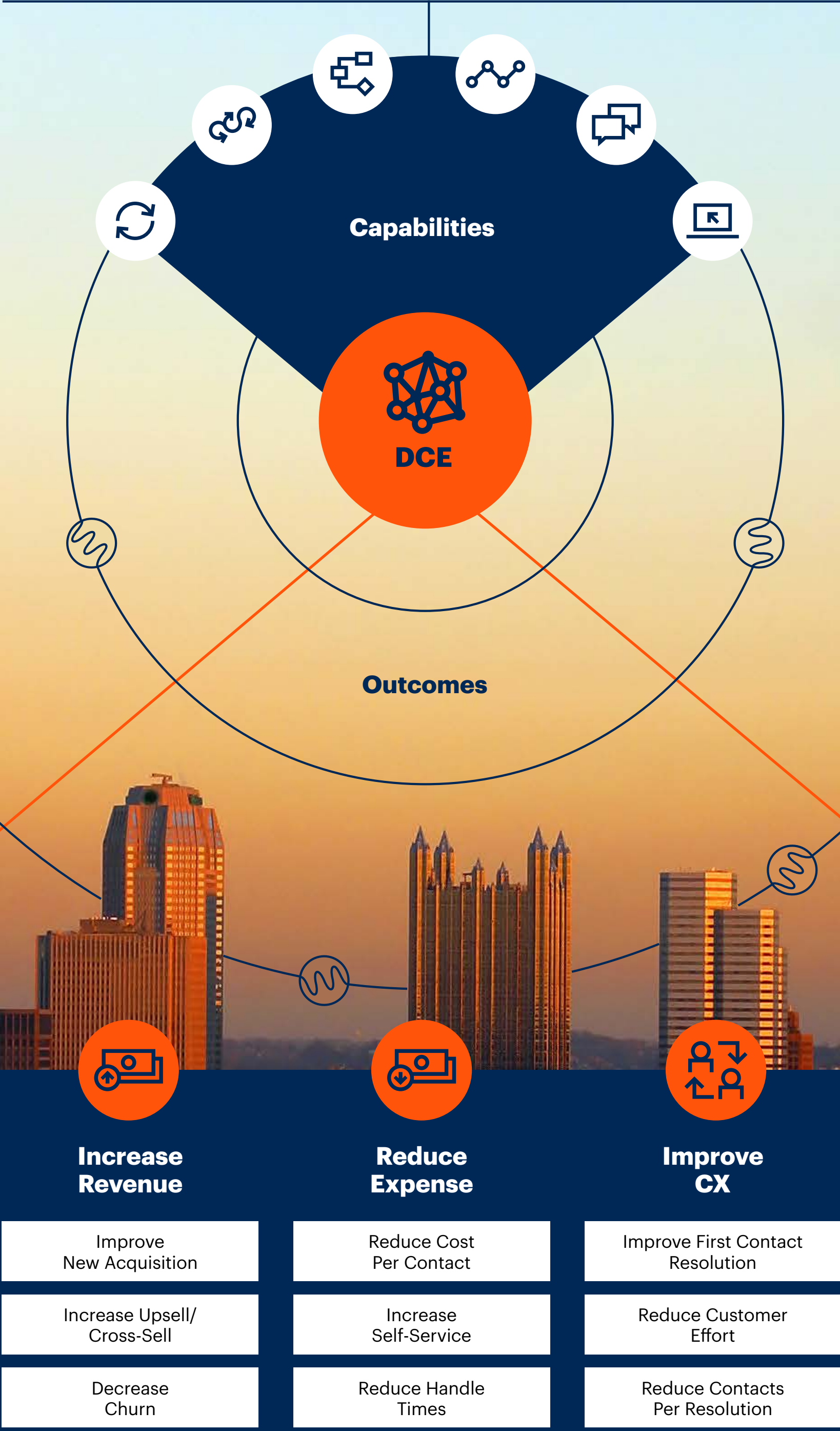


Harness DCE Capabilities

Drive Improvement in Revenue, Expense and CX Outcomes

Customer service and support leaders could benefit from **6 key DCE capabilities** and the **3 outcomes** they drive.

Proactive Engagements Ability to send an outbound message and/or preempt a customer journey during a reactive engagement.	Connected Journeys Ability to orchestrate and connect a customer’s journey across channels, eliminating the need to start over when switching channels.	Low-Effort Experiences Ability to reduce customer effort to engage and complete transactions.
Contextual Actions Ability to present relevant, trusted and timely actions and information to customers.	Continuous Conversations Ability to engage customers in a series of communications and NBAs, creating a continuous conversation throughout the customer life cycle.	Personalized Content Ability to personalize content to the specific customer, increasing his or her willingness to engage.



Start putting DCE capabilities to work to drive revenue, expense and CX outcomes. Select your first use case to get started.

Want to learn more?
→ Talk to a Gartner expert today.