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What it is and why it matters.

Customer experience is defined as your customers' perceptions – both conscious and subconscious – of their relationship with your brand resulting from all their interactions with your brand during the customer life cycle. As for customer experience

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A customer experience (CX) is the
sum of all interactions that a customer
has with a brand. It focuses on

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different aspects of the brand, such as customer service, sales processes, brand consistency, pricing, and product delivery. CX is measured with metrics like: Net Promoter Score (NPS)

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