



Having your customer experience measure up to the demands of today's customers is tough. Nevertheless, it's essential to shape CX along every touchpoint in a hyper-competitive, digital-first era. Sometimes, all you need to do is listen. What do your customers have to say about you?

Engaging customers in providing periodic feedback is crucial for bettering customer service and experience. In this issue, we explore how claims testing and CSAT optimization can really up your CX game.



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### [6 tips to draft a killer CSAT survey.](#)

CSAT surveys are often disregarded and face low response rates. How can you overcome this challenge?

We've compiled 6 tips that can help increase your CSAT survey performance. [Read more.](#)

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### [Top 4 reasons why consumer products need claims testing](#)

Do your claims hit the mark? Claims testing processes not only increase sales with targeted messaging but also integrate your customer into the decision-making process. [Read more.](#)



The claims testing framework

## Latest trends:

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### [How one brand leveraged customer feedback for their latest line](#)

Dedicating 6 months to consumer research, a women's activewear brand gathered thousands of customer responses to shape their latest product line. [Read more.](#)

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### [The growth of CX and what's next for the industry?](#)

From an increased emphasis on adopting CX solutions across the market to CX-related job openings, research estimates that the customer experience management market in the U.S. will grow at a CAGR of over 15% by 2028. [Read more.](#)

## Not to be missed:

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### [Best digital tactics for improving customer retention in 2021](#)

Companies lose over \$1.6 trillion each year due to customers bailing after a poor service experience. Today, with rapid shifts in consumer loyalty, it has become imperative to develop customer retention strategies that work. [Read more.](#)



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### [Case Study: Deriving consumer insights from user-generated data](#)

Find out how an American MNC leveraged data from unfiltered customer product reviews to understand top buyer motivation and better align their product with consumer needs. [Read more](#)

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