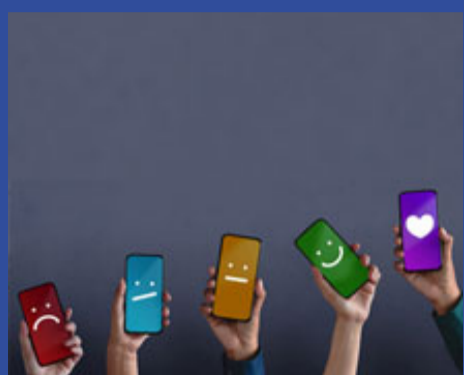




Having your customer experience measure up to the demands of today's customers is tough. Nevertheless, it's essential to shape CX along every touchpoint in a hyper-competitive, digital-first era. Sometimes, all you need to do is listen. What do your customers have to say about you?

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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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

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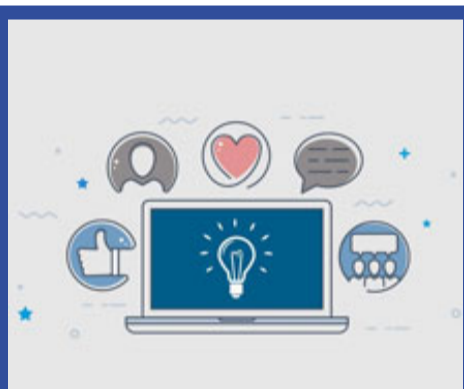
From an increased emphasis on adopting CX solutions across the market to CX-related job openings, research estimates that the customer experience management market in the U.S. will grow at a CAGR of over 15% by 2028. [Read more.](#)

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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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