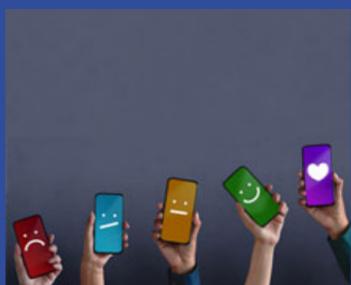




Having your customer experience measure up to the demands of today's customers is tough. Nevertheless, it's essential to shape CX along every touchpoint in a hyper-competitive, digital-first era. Sometimes, all you need to do is listen. What do your customers have to say about you?

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

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The claims testing framework

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