Panel Discussion | [Customer Experience] Decoding Success: Metrics that Matter in Evaluating Combined Customer Experience (CX) & User Experience (UX) Strategies

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Poll Question

Which key metric do you think best represents the combined success of both CX and UX?

1. Net Promoter Score (NPS)
2. Customer Satisfaction Score (CSAT)
3. Customer Effort Score (CES)
4. Conversion Rate

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Question 1

- **How do retention rates reveal the intricate dance between CX and UX in cultivating brand loyalty?**

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Question 2

- **How do churn rates reveal the intricate dance between CX and UX in cultivating brand loyalty?**

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Question 3

- **How can businesses evolve their metrics to remain aligned with changing customer expectations?**

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Question 4

- **Proactive measures to build & maintain trust to help reinforce the connection between digital trust & business sustainability.**

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Key Takeaways

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Q&A