



IDC x Zoom: State of Customer Experience (CX)



IDC & Zoom reveal in this infographic how leading European companies are reshaping customer experiences. Dive in to discover:

- The pivotal role of personalization in next-gen CX.
- How training and data integration are becoming game changers.
- Strategies to dismantle data barriers and unify teams.
- The rise of conversational technologies enhancing CX.
- Equip yourself with the future of European CX.