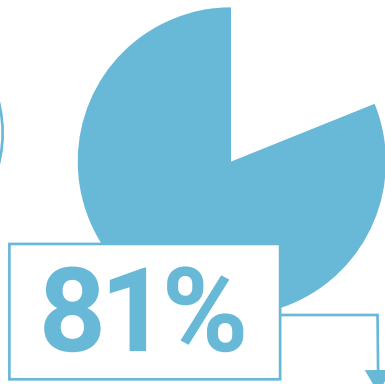
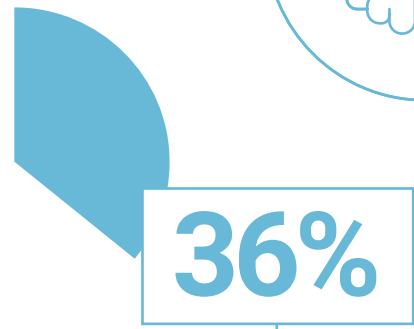


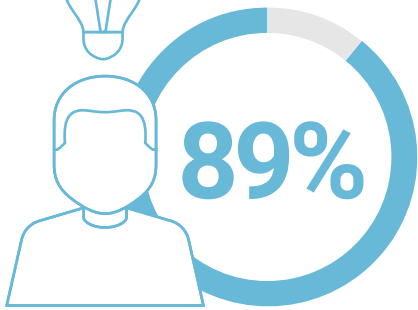
LEVERAGING THE CUSTOMER JOURNEY



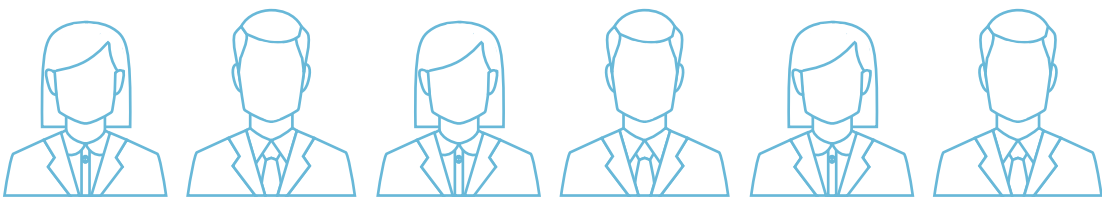
of companies say they know their customer...



...but only 36% of consumers agree



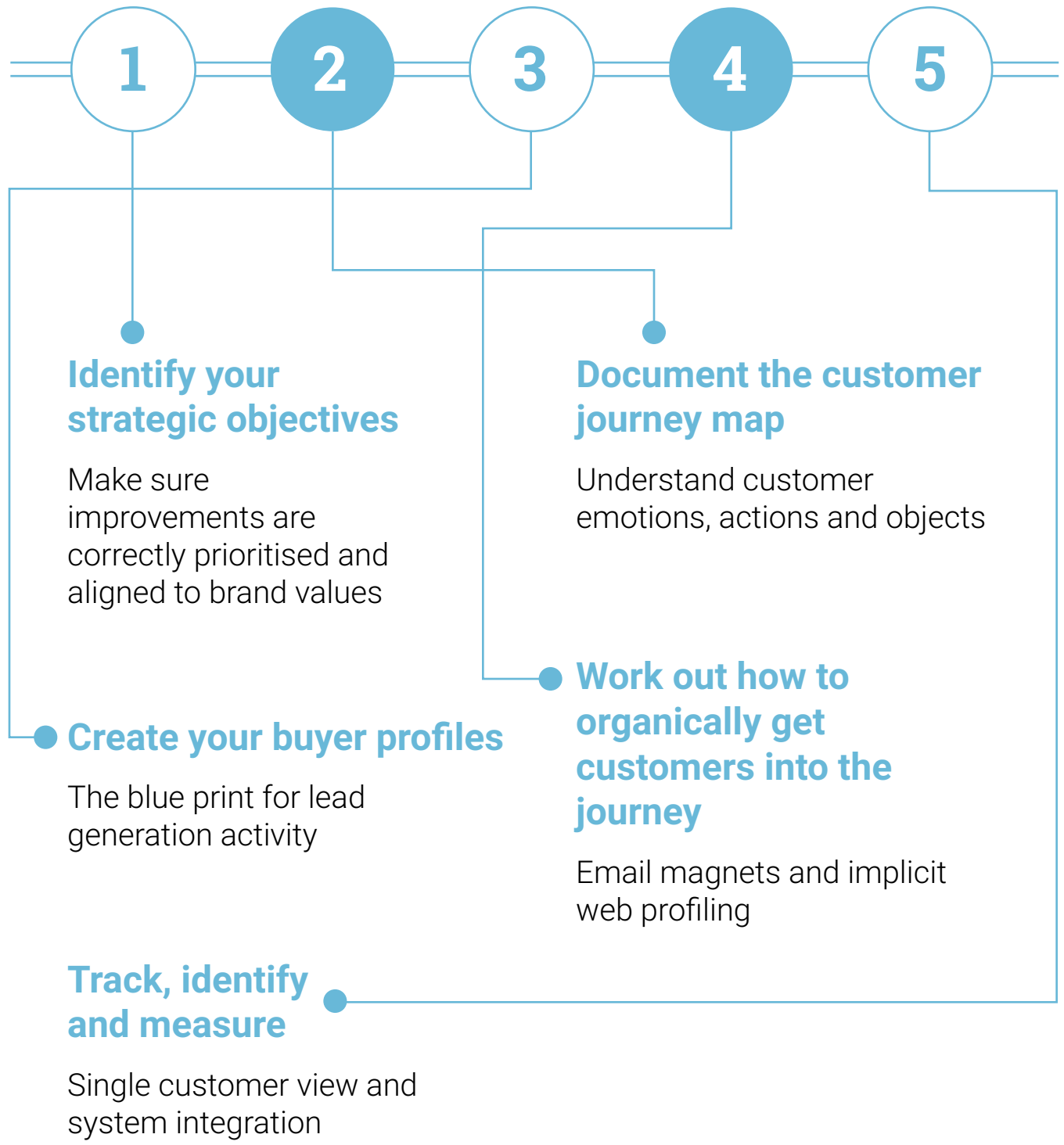
89% of companies expect to compete on customer experience by 2017



CIOs need to prioritise, as it needs to scale across thousands and millions of transactions



THE FIVE STEPS TO CUSTOMER JOURNEY EXCELLENCE:



Download the full report here

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