

# Where Are You on the Path to Next Generation Customer Experience Management?

April 15, 2016

Executive Summary:

Greenwich Associates provides a detailed roadmap, the CEM Maturity Path, of a customer experience management development process identified through its work helping banks design and implement CEM programs from initial proof of concept to key driver of business results.

This Greenwich Report provides a strategic template for banks and, more specifically, can help banks identify their current positions on the continuum in order to determine the appropriate goals for their own “next-generation” CEM.



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[www.greenwich.com](http://www.greenwich.com) | [ContactUs@greenwich.com](mailto:ContactUs@greenwich.com)

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[greenwich.com](https://www.greenwich.com)

[ContactUs@greenwich.com](mailto:ContactUs@greenwich.com)

Ph +1203.625.5038